



# CHEMIST & DRUGGIST

October 18 1980

a Benn publication

Monopoly' in  
ampons—but  
no action yet

Westric try  
out local  
advertising  
or Vantage

Double entry  
n shaving

Babycare  
SPECIAL  
PLEMENT

## WE CAME THEY SAW WE CONGA'D.



New Cosifits from Paddi, the revolutionary all-in-one nappy with elasticated legs for a leak-proof fit.

We put them on TV in London. The result, one of the most successful regional launches ever.

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For further information, contact Ian Armstrong. Roche Products Limited - Cosmetics Division  
Broadwater Road, Welwyn Garden City, Herts. Telephone: Welwyn Garden 28128.

ASCORBIC ACID TABLETS BP		PACK	PRICE/PACK	QUANTITY REQUIRED
	100 MG	100	£0.30	x 100
	200 MG	100	£0.45	x 100
	500 MG	100	£0.95	x 100
ASPIRIN TABLETS BP	300 MG	25 x 1dz	£0.98 per dz	x 1dz
		100 x 1dz	£1.80 per dz	x 1dz
PARACETAMOL TABLETS BP	500 MG	25 x 1dz	£1.84 per dz	x 1dz
		50 x 1dz	£2.82 per dz	x 1dz
		100 x 1dz	£4.65 per dz	x 1dz
		1000	£3.20	x 1000
		5000	£14.40	x 5000

PLUS  
**3 FOR 3 BONUS**  
ON THE PRODUCTS IN RED

PRODUCT		PACK	PRICE/PACK	QUANTITY REQUIRED
ACETAZOLAMIDE TABLETS BP	250 MG	50	£0.70	x 50
		500	£5.95	x 500
AMITRIPTYLINE TABLETS BP	10 MG	1000	£4.90	x 1000
	25 MG	1000	£9.50	x 1000
AMPICILLIN CAPSULES BP	250 MG	500	£13.90	x 500
		1000	£27.80	x 1000
	500 MG	250	£13.90	x 250
ASPIRIN & CODEINE TABLETS BP		25	£0.33	x 25
		50	£0.52	x 50
		100	£0.92	x 100
BENDROFLUAZIDE TABLETS BP	2.5 MG	100	£0.35	x 100
		1000	£3.00	x 1000
	5 MG	100	£0.45	x 100
		1000	£4.25	x 1000
BENZHEXOL TABLETS BP	2 MG	100	£0.60	x 100
		1000	£5.45	x 1000
	5 MG	100	£1.20	x 100
		1000	£10.95	x 1000
CHLORPHENIRAMINE TABLETS BP	4 MG	50	£0.20	x 50
		500	£1.85	x 500
CHLORPROMAZINE TABLETS BP	25 MG	500	£1.45	x 500
	50 MG	500	£2.70	x 500
	100 MG	500	£4.40	x 500
CHLORPROPAMIDE TABLETS BP	100 MG	250	£1.50	x 250
	250 MG	500	£11.00	x 500
CODEINE PHOSPHATE TABLETS BP	15 MG	100	£1.50	x 100
		250	£3.75	x 250
		500	£7.50	x 500
CODEINE PHOSPHATE TABLETS BP	30 MG	100	£2.60	x 100
		250	£6.50	x 250
		500	£12.50	x 500
		1000	£24.80	x 1000
CODEINE PHOSPHATE TABLETS BP	60 MG	100	£5.20	x 100
		250	£13.00	x 250
		500	£25.90	x 500
DIAZEPAM TABLETS BP	2 MG	500	£1.75	x 500
		1000	£3.50	x 1000
	5 MG	500	£2.25	x 500
		1000	£4.50	x 1000
	10 MG	500	£4.00	x 500
FERROUS GLUCONATE TABLETS BP	300 MG	1000	£2.60	x 1000
		5000	£12.60	x 5000
FOLIC ACID TABLETS BP	5 MG	500	£0.90	x 500
		1000	£1.75	x 1000
FRUSEMIDE TABLETS BP	20 MG	1000	£11.50	x 1000
	40 MG	1000	£14.00	x 1000



PRODUCT		PACK	PRICE/PACK	QUANTITY REQUIRED
HALOPERIDOL TABLETS BP	0.5 MG	100	£1.15	x 100
		1000	£10.70	x 1000
	1.5 MG	100	£1.95	x 100
		1000	£18.50	x 1000
	5 MG	100	£5.15	x 100
		1000	£50.75	x 1000
	10 MG	100	£10.00	x 100
		1000	£99.50	x 1000
HYDROCHLOROTHIAZIDE TABLETS BP	25 MG	1000	£2.40	x 1000
IMIPRAMINE TABLETS BP	25 MG	1000	£2.40	x 1000
		5000	£12.00	x 5000
INDOMETHACIN CAPSULES BP	25 MG	500	£14.40	x 500
	50 MG	100	£5.50	x 100
METHYLDOPA TABLETS BP	250 MG	1000	£27.50	x 1000
	500 MG	500	£27.50	x 500
METRONIDAZOLE TABLETS BP	200 MG	21	£0.65	x 21
		250	£6.50	x 250
NICOTINAMIDE TABLETS BP	50 MG	1000	£1.50	x 1000
NICOTINIC ACID TABLETS BP	50 MG	1000	£1.50	x 1000
NITRAZEPAM TABLETS BP	5 MG	500	£3.95	x 500
NITROFURANTOIN TABLETS BP	50 MG	1000	£7.12	x 1000
OXYTETRACYCLINE TABLETS BP	250 MG	1000	£8.70	x 1000
PENICILLIN V-K TABLETS BP	250 MG	1000	£10.95	x 1000
PHENYLBUTAZONE TABLETS BP	100 MG	1000	£2.50	x 1000
	200 MG	1000	£4.75	x 1000
PREDNISOLONE TABLETS BP	5 MG	500	£2.75	x 500
PREDNISON TABLETS BP	5 MG	500	£2.75	x 500
PROMETHAZINE HCL TABLETS BP	25 MG	1000	£3.00	x 1000
PROPANTHELINE TABLETS BP	15 MG	1000	£3.40	x 1000
PROPRANOLOL TABLETS BP	10 MG	500	£5.88	x 500
	40 MG	1000	£27.86	x 1000
	80 MG	500	£21.06	x 500
	160 MG	100	£8.42	x 100
QUINIDINE SULPHATE TABLETS BP	200 MG	100	£4.85	x 100
		250	£11.90	x 250
		500	£23.65	x 500
QUININE BISULPHATE TABLETS BP	300 MG	500	£22.00	x 500
QUININE SULPHATE TABLETS BP	300 MG	100	£4.50	x 100
		250	£11.50	x 250
		500	£22.00	x 500
		1000	£43.50	x 1000
SOLUBLE ASPIRIN TABLETS BP	300 MG	50	£0.22	x 50
		100	£0.35	x 100
TETRACYCLINE TABLETS BP	250 MG	1000	£9.35	x 1000
TOLBUTAMIDE TABLETS BP	500 MG	500	£5.00	x 500

PLEASE NOTE THAT WHEN ORDERING ON BONUS YOU WILL RECEIVE 3 FREE FOR EVERY MULTIPLE OF 3 ORDERED

BONUS OFFER ENDS 31st DECEMBER 1980

## EMPTY, HARD 2 PIECE GELATIN CAPSULES

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000	£2.50	£17.00	£15.00
00	£2.00	£16.00	£14.00
0	£1.00	£5.50	£5.00
1	£0.95	£5.00	£4.50
2	£0.90	£4.50	£4.00
3	£0.85	£4.00	£3.50
4	£0.80	£3.75	£3.30
5	£0.75	£3.50	£3.00

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of receipt of invoice.

### QUANTITY DISCOUNT\*

15% off Orders £100 and over

\*Quantity discount is not available on Bonus Offers.

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Address \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Orders under £10 are charged 75p post & packing

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## COMMENT

### Incentive

Profit is a dirty word. That surely must be the conclusion to be drawn from the report on the supply of tampons in the UK published by the Monopolies and Mergers Commission last week (p620).

Few companies with an almost undeniable monopoly can have been so thoroughly investigated and found so rarely wanting. Indeed, the findings read almost like a list of consumerist attacks on industry in reverse—so much so that what in other circumstances might be seen as attributes are picked over in such a way that the two companies concerned, Tampax and Southalls, could half be expected to apologise for them.

To take some of these points in the order they appear in the report. One company (Southalls) makes own brand for Boots to sell at a lower price than the advertised brands—but this product has won only 2 per cent of the market (compare this with Boots' sales in cosmetics and toiletries). Other big-name manufacturers—Robinsons and Kimberly-Clark—have tried the market and failed (why, if they were against over-priced products?).

Tampax have, over the years, improved labour productivity by reducing waste and increasing machine speeds. Southalls have used their capital resources efficiently, and operate their plant at a high level of capacity compared with industry generally and maintain stocks at very low levels.

Tampons are low in price compared with other forms of sanitary protection. The brands have achieved such levels of user loyalty that price is only a secondary consideration—even so, some retailers use tampons almost as loss leaders. There is clear evidence that the two companies do not co-operate either in the timing or the

amount of price increases. UK tampon prices are among the lowest in the world.

Advertising expenditure is modest compared with other consumer goods industries, and incorporates a strong educative element. There is no evidence of restrictive or anti-competitive practices aimed at excluding or eliminating new entrants to the market.

A formidable list. Sufficient to convince the Commission that the monopoly is not operated against the public interest. Unfortunately, the companies have in the past made more profit than was good for them (the future is uncertain, which is why no action is being taken on prices).

So what is needed is more competition. The Commission admits this must stimulate advertising expenditure. In a finite market such as sanpro it must also reduce manufacturing efficiency and potential for price promotional activity and must increase total overheads. The consumer presumably would benefit very little in the long run.

To sum up. The industry has been shown to make a good product that lives up to its claims; it offers it to the public at a price the consumer is willing to pay against a choice of alternatives, and it has done all this efficiently and with a minimum of wasteful expenditure. In the process it made a profit!

It is surprising, then, to see a Conservative Minister rushing to promise action on the report. Before Mrs Oppenheim does so, perhaps she will consider the almost unnoticed figures for the exports—in Tampax's case around 45 per cent of sales (Southalls are constrained by licensing agreements).

No-one wants to see the consumer over-charged, but neither should industry be denied the fruits of efficiency and good business practice. ■

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## Commission in two minds over tampon 'monopoly'

A "monopoly" in the tampon market is resulting in women paying higher prices for Tampax and Lil-lets, a Monopolies and Mergers Commission report has found.

The Commission concludes that the monopoly situation does not in itself operate against the public interest but it finds that "the pricing policies of the two companies were attributable to the monopoly situation, and since the particular effect was that tampon prices were higher than would otherwise be expected, these operated against the public interest".

The Director General of Fair Trading, it is recommended, should for a period of two years follow developments in the tampon market. The Commission notes that the companies have derived considerable advantage from being first in the field of tampon production, now sustained by the high quality of their products and their manufacturing efficiency.

### No barriers

While acknowledging the difficulties faced by new entrants, the Commission does not consider that they were insuperable nor can barriers to entry be said to have been deliberately erected by the two companies. The decision of Playtex to seek to enter the market in April 1980 tends to confirm these conclusions, they say.

The Commission does however consider that the companies' high level of profitability, due to exceptionally high returns on capital, raises the question of the competitive environment in which these profits were made. It takes the view, on the basis of evidence such as lack of success of retailers' own brands, that the tampon market offers little effective price competition, and that prices are determined without regard to competitive pressure.

Prices, it concludes, are determined as a consequence of the monopoly situation and are higher than would otherwise be expected. It is nevertheless considered that active price competition is not due to any anti-competitive factors within the Commission's power

to eliminate. "The high degree of loyalty on the part of existing users to a particular type of tampon and to the brand name associated with it, which no doubt accounts for the very small part played in this industry by retailers' own brands, is a major feature of the tampon market. This is shown by the relative insensitivity of users to price differentials between the two brands."

For this reason, and because of the uncertainty about future competitive conditions, the Commission had some difficulty in formulating an appropriate recommendation.

The recent entry of Playtex into the UK market and the possibility of other entrants suggested a real possibility of competition developing. But whether this would be reflected in prices, or in increased advertising and production differentiation, is difficult to assess as it is possible that competitors will fail to establish themselves leaving the market unchanged.

"We think that the competitive environment might be improved if there were two brands of each type of tampon and that it would be much healthier if 'own label' brands were to become a stronger factor in the market; but there appears to be no recommendation open to us which would have the practical effect of bringing about such developments."

### Watching brief

Deciding that it would be inappropriate to recommend price restraint until it becomes clearer how the market develops, four members of the Commission suggest that the Director General of Fair Trading should closely watch the developments in the tampon market for two years. (A fifth member recommends that there should be some imposed restraint on price increases.)

"We were influenced by the fact that Southalls' rate of return has declined and that Tampax's rate of return is far below the level of a few years ago and likely to decline further. In addition both companies will probably experience some loss of turnover, at least in the immediate

future, and may be expected to face increased costs particularly in respect of increased advertising expenditure.

"It may be that both companies will in due course wish to meet new competition by improving their own tampons or by widening the range of tampons they supply, and we would not wish to discourage them from doing this. For these reasons we consider it inappropriate to recommend any restraint on their prices, particularly when such restraint could not be applied to new entrants."

Mrs Sally Oppenheim, Minister for Consumer Affairs, has accepted the Commission's conclusions and noted their recommendation. She adds: "I am concerned at their findings and shall be giving careful consideration to any appropriate action with regard to prices which might be taken on the report."

*Tampons (Cmnd 8049). HM Stationery Office, price £3.80 ■*

## Pharmacies 'should open at lunch time'

Arrangements should be made to ensure that pharmacies are open at lunch time so that medicines can be sold and urgent prescriptions dispensed.

This view was put to the Irish Pharmaceutical Congress in Wexford this week by Mrs Molly Cranny, national president, Irish Housewives' Association. She felt there was a need for a pharmacist or "qualified pharmaceutical assistant" to be available in the pharmacy throughout the day. There was also a demand for some out-of-hours service.

Mrs Cranny was dealing with queries and complaints, relating to pharmacy, received by the association over the past few years. There had been several complaints about different costs of the same medication and the association felt this was an area where the "air could be cleared." Some people were not aware, for example, that when a doctor prescribed a medicine that was not usually a prescription medicine, pharmacists charged a dispensing fee. Mrs Canny suggested there could be a case for uniformity.

The association was also concerned about overprescribing and believed doctors and pharmacists should make a combined attempt to reduce it. Pharmacists should also continue to press for restrictions on the distribution of veterinary antibiotics, as promised by the Minister for Agriculture. ■



# Vantage Press campaign and US 'symbol' study tour

Vestric Vantage pharmacies are to be supported by a trial consumer advertising campaign in Avon. And in a further move towards a "symbol group", a party of retailers is to visit the USA this month to examine symbol operations there.

The test campaign area includes 37 shops and the medium used will be the region's largest circulation newspaper, the *Bristol Evening Post*, which sells more than 130,000 copies each day.

A half-page advertisement quoting the competitive prices being offered on a range of Vantage OTC promotions has already appeared in the newspaper and further space is booked for October 16, November 6 and 13. All advertisements are quarter- or half-page. "Vantage chemist" figures prominently and all the chemists are named, together with their addresses.

## Door-to-door

The advertising is being backed by in-shop and door-to-door distribution of promotional leaflets. Participating pharmacies have received merchandising material including door signs, window display material, Vantage price tickets and supplies of dispensary paper bags bearing Vantage insignia.

Mr Alan Turner, Vestric's customer services manager, says "The campaign is being run as a trial and it will be some time before the results can be fully assessed. What we are doing is telling the consumer in a very direct manner that the local independent pharmacist's prices for OTC products are as good as the prices being asked for the same

products in supermarkets and other multiple outlets.

The Vantage retail study group to visit the USA comprises six retail members of the Vantage programme. Their visit is sponsored by Vestric in conjunction with Gillette and is the first of several planned study tours to America and the Continent by Vantage members.

While in the US the group will be guests of Johnson & Johnson at their headquarters in New Brunswick, New Jersey. J&J have also arranged visits to wholesalers, leading retail pharmacies, and stores in both New York and Washington DC.

Mr David Taylor, Vestric's marketing director, who will lead the party says: "The aim of the tour is to allow Vantage members to review promotional and advertising techniques and symbol group operations in the United States. We feel that current developments in retailing there are particularly relevant to the plans we have for expanding the scope of our Vantage programme in 1981". ■

## Vestric warning label system

A new warning label system for medicine containers, which was recently displayed at the BP Conference in Newcastle, is now available through Vestric Ltd.

Known as the Pharmex warning label system, the labels—14 different types coloured red, yellow, green or black—are in rolls of 500, 2 x 500 in each box, and come complete with a pop-up dispenser. The system provides a comprehensive range of

## Take advantage of these VANTAGE offers

Vantage is a sign you will be seeing often because there are many of us in the Bristol area with big buying power to offer you and your family regular savings on products like these.

No, look below and find your local Vantage shop. You will be surprised just how local we are.



<b>Crest</b> TOOTHPASTE LARGE BANDED PACK OUR PRICE <b>56p</b> MFRS REC RET PRICE £2.89p	<b>Lightwaves</b> HOME PERM KIT OUR PRICE <b>£2.02</b> MFRS REC RET PRICE £2.89p	<b>IMPERIAL LEATHER</b> TOILET SOAP TWIN BATH OUR PRICE <b>40p</b> MFRS REC RET PRICE 54p
<b>MUM</b> ROULETTE 30ml BLUE-GREEN PINK ORCHID OUR PRICE <b>47p</b> MFRS REC RET PRICE 68p	<b>Silk'n</b> HAIRSPRAY NORMAL FIRM OUR PRICE <b>57½p</b> MFRS REC RET PRICE 97p	<b>Vaseline</b> INTENSIVE CARE LOTION REGULAR 200ml OUR PRICE <b>62p</b> MFRS REC RET PRICE 89p

Look out for your local **VANTAGE CHEMIST**

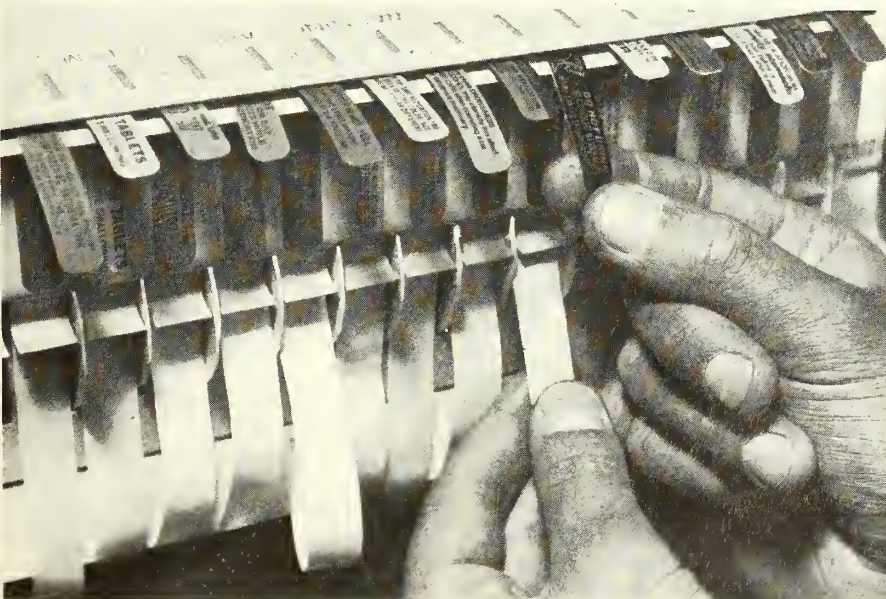
warnings and instructions to patients.

Vestric say it gained wide acceptance among both retailers and customers when test-marketed recently in the Avon region. A Bristol proprietor pharmacist, Mr S. J. O'Neill, who has now used the system for more than four months, says he has found the labels particularly good for encouraging patient compliance.

"I supply medicines to a number of old people's homes, and being able to label each container individually with a very visible warning or instruction is obviously extremely useful when one is dispensing drugs to the elderly," he says. "And among the public in general, I have found that fewer patients fail to complete courses of antibiotics".

A complete set of 1,000 labels of different types costs £16.10. The dispenser costs £6.90. ■

Five of the fourteen labels available





# Commercial scheme for drug monitoring

A Medicines Surveillance Centre is being set up to monitor the effects of new drugs.

The centre, established by the Royal College of General Practitioners and Medical Monitoring and Research Ltd, will take on assignments from the pharmaceutical industry for studies on the use of medicines in general practice, including monitored release, post-marketing surveillance, and clinical trials.

Medical Monitoring & Research Ltd was formed this year in anticipation of the demand for an independent organisation to carry out post-marketing surveillance and clinical trials. MMR will negotiate directly with pharmaceutical companies and the RCGP will ask doctors whether they are willing to take part in a particular trial.

Dr J. Michael Mungavin, MMR's medical affairs director, told *C&D* that the post-marketing surveillance would involve retrospective studies in which GPs would be asked to look for adverse reactions in all patients given the drug under investigation. The results would be reported to the Committee on Safety of Medicines and Dr Mungavin stressed that the

scheme did not seek to compete with or replace the yellow card system.

He added that pharmacists were unlikely to be involved because the information would not be selected from prescriptions at pharmacy level. The drugs chosen for monitoring would be those asked for by the pharmaceutical companies but information about other drugs could come to light during the study.

An independent ethical committee would vet the trials, to see that they conformed to accepted codes of practice, Dr Mungavin continued. Doctors would be paid a fee for reporting but this might take the form of books or other aids to medical practice.

Professor Alasdair Breckenridge, Liverpool University, will act as consultant in pharmacology and therapeutics, while Professor Alwyn Smith, Manchester University, will be available as consultant in epidemiology. MMR Ltd have administrative offices at 240 Upper Street, London N1, but initial inquiries on the Medicines Surveillance Centre should be directed to Mrs Joan Mant, Royal College of General Practitioners, 14 Princes Gate, Kensington, London SW7. ■

## Government concern over rate burden

Anxiety felt by chemists and small businesses generally over the growing burden of rates was stressed during the Conservative Party annual conference at Brighton last week.

The Government's awareness of the extent of concern generated by fears that rates are spiralling out of control was underlined by the Prime Minister. She urged local authorities to keep their demands down, and pointed out that rates are frequently the largest tax now paid by industry.

Other Ministers, including Mr Michael Heseltine, the environment secretary, were against transferring still more of the burden to commerce and industry in order to relieve domestic ratepayers.

Rates were the subject of more resolutions on the conference agenda than any other single issue, and the Government came under strong pressure to re-instate the 1974 Conservative election pledge to abolish domestic rates.

Mr Heseltine carefully avoided giving any such commitment. He highlighted the fact that industry and commerce already provided £4bn through the rates. If all the money needed by local government were to be found by the exchequer, it would mean another 6p on income tax, or 6 per cent on VAT.

Mr Heseltine emphasised the importance of single-figure wage settlements for council employees in the current wage round as a means of reducing pressure on the rates.

□ Dr Gerard Vaughan, Minister for Health, told the Conservative Medical Society that in the current financial year £11,900m of taxpayers' money will be devoted to the Health Service. This was a greater sum "in real terms" than was spent in any of the five years of the Labour Government. ■

## Labour attack 'Tory onslaught' on NHS

The NHS is overwhelmingly a hospital service that treats the sick rather than promotes the health of the British people, says Mr Stanley Orme, Labour's chief parliamentary spokesman on health—"Only to a very limited extent do we accept the responsibility of searching out those who particularly need its help".

At a London Press conference announcing Labour's "Health Action Week" (October 18-24), he outlined the Labour Party's major priorities for the NHS as getting back to a "free service" and the promotion of preventive medicine.

While believing that the UK has some of the "best primary care provided in Europe and perhaps in the world, with teams of doctors, health visitors, nurses and others who provide a service miles in advance of any contracted commitment laid down for general practice", he says there are on the other hand, "general practitioners who provide the bare minimum that their contract specifies.

"Our aim must be to develop the most comprehensive health centres in those districts which have the greatest health need. It means that there should be a strong dental component, that chiropody and pharmacy services should be included".

On charges, Mr Orme pledged the Labour Party to the principle of a free health service, making a special case against the prescription charge in that it "makes some people hesitate to seek early care and collect the drug prescribed for them". A handout supporting the action week states: "The most staggering statistic in the Tory onslaught is what they've done to prescription charges... A 400 per cent increase in 18 months".

The week of action has been called to "rally public support in defence of Britain's health services". They say central spending on the NHS has been effectively cut by £160 million because, in her first year of office, Mrs Thatcher has not raised cash limits set by Labour to take inflation into account. ■

## Debenhams negotiate

Debenhams are presently negotiating with a pharmacy multiple, with a view to opening pharmacies inside some of their stores.

The stores involved are the London, Oxford Street branch and "several others throughout the country". A spokesman for Debenhams would not reveal which company was involved and pointed out that the introduction of pharmacies was tied up with a scheme which involved having general medical practitioners and other health professionals within the stores (see *C&D* March 22, p461). ■



# Unichem cruise for international convention

A luxury cruise liner in the Caribbean is the venue for a two-week international convention of retail pharmacists next year. The convention, organised by Unichem, is open to any retail pharmacist.

The convention programme includes a number of formal lecture and study sessions covering a range of pharmaceutical and business aspects. The sessions will be conducted by international speakers with direct experience of the problems facing retail pharmacy.

The luxury liner, the Nordic Prince, follows a route from Miami to Barbados, the Virgin Islands, Antigua, Jamaica, Haiti, and other exotic ports of call in the Caribbean. Delegates will also be able to explore Caracas, the cosmopolitan capital of Venezuela.

Date of departure from Miami is September 26 and return October 10. Delegates from the UK will fly from London on September 25, and join the Nordic Prince at Miami.

Mr Norman Sampson, Unichem's chairman, comments: 'There are few opportunities for retail pharmacists from different countries to get together and discuss mutual business problems. We believe the 'floating convention' provides an ideal platform for the interchange of international retail pharmacy views, and will set a precedent others will follow.'

Cost of the trip ranges from £1,260. As places are limited, early booking is essential. Further details are obtainable from Mrs L. Shurley at Unichem, Crown House, Station Road, Morden, Surrey. ■

## AHA takes PRIDE

Unichem's PRIDE pharmacy computer system has been ordered by Derbyshire Area Health Authority. It is the first order from an AHA and was "won against fierce competition"—50 general practice pharmacies have so far ordered the system.

The first PRIDE computer system will be installed in Derbyshire Royal Infirmary but because of the low cost, the Authority will consider installing smaller versions in other hospitals.

Three visual display units and two printers will be connected to the computer, which will also have facilities to transmit stock orders directly into Unichem's main computer system in London. Portable data



capture devices will collect information on stock requirements directly from the ward. Whereas in general practice PRIDE is used mainly to improve patient care and counselling, the hospital version will concentrate on greater efficiency and tighter stock control.

The rental facility offered by Unichem, means the system will not place any financial burden on the AHA. "It should very quickly enable us to bring about significant reductions in our annual drug expenditure," says Mr Mike Cullen, Derbyshire APHO. ■

## Practice award

The Leicestershire Branch of the Pharmaceutical Society is offering a £50 award for papers on the practice of pharmacy.

All pharmacists, pre-registration students or undergraduate members will be eligible to submit papers to the Committee. The paper could be on a practical project in general practice or hospital pharmacy or alternatively it could be an analysis of some aspect of current pharmaceutical practice which promotes constructive ideas.

Examples of subjects include studies of patient counselling, use of additional labels or an economic analysis of running a pharmacy. For hospitals studies of the effectiveness of clinical pharmacy schemes, adoption of prescribing policies and investigations into new formulations are suggested. The committee point out that ideas are needed on improving liaison between hospital and general practice pharmacy and between pharmacy and other health care professions.

Papers should be at least 2,500 words in length and should be submitted to one of the Committee members by February 28, 1981. Branch members should contact Mr Steve Hudson, Drug Information Centre, Leicester Royal Infirmary (Telephone 541414 ext 491) for further information. ■

## PEOPLE

Mr Edward Cresswell, chairman of the Dover and Shepway Branch of the Pharmaceutical Society, recently presented a paper on the effects of the NHS on UK pharmacists, at a conference in the USA.

The conference, sponsored by Pfizer Inc, New York, was set up by the National Association of Retail Druggists. Its aim was to look at the implications for retail pharmacists in America if the Federal Government introduces a health service.

Pharmacists from four countries with health services—Australia, Sweden, Germany and the UK—were invited to give short papers on how their health services had affected pharmacy. Mr Cresswell stressed that, although based on known facts, his paper was a personal view. He mentioned the cash-flow problems of pharmacists, the increasing number of closures, and pharmacists' dissatisfaction with their status. Mr Cresswell is a general practice pharmacist in St Margarets Bay, Kent. ■

Mrs Janet Landau, MPS, has been appointed instructor of clinical pharmacy at the Arnold & Marie Schwartz College of Pharmacy and Health Sciences, Long Island University.

Mrs Landau trained at the School of Pharmacy, Bristol College of Science and Technology and registered in 1960. She received a BS degree in 1974 from the Brooklyn College of Pharmacy and an MS in pharmacology from St John's in 1979.

After working in hospitals in the UK and Canada, she was employed for six years at the Long Island Jewish Hospital where she was partly responsible for setting up a pilot programme in unit dosing. In her new post, Mrs Landau will be involved in co-ordinating a drug information course for senior students.

*More People on p625*



Dispense in  
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**Mr Martin Jackson, MPS, (right)** winner of the 1979 MSD Award, was presented with an engraved salver by Dr F. G. Clayton, medical adviser, Merck Sharp & Dohme, at a recent meeting in Cardiff.

Mr Jackson had presented his paper entitled "Applications of microprocessors in clinical pharmacokinetics". The paper reviewed the growing role of computer technology in general, and microprocessors in particular, in hospital pharmacy, and discussed pharmacokinetic applications in research, training of pharmacists and dosage prediction and adjustment.

The award enabled Mr K. Jackson to purchase a microcomputer to assist his research. He is staff pharmacist in drug information at the Newcastle General Hospital. ■

**Mr Robert Martin**, sales director of Morgan's Pomade Co Ltd, is to fly from London to Nairobi, Karachi, Bangkok, Hong Kong, Singapore, Australia, New Zealand, Los Angeles, Toronto, New York and back home to Heathrow in a little over one month. The aim of the trip is to call upon distributors of the company's products and investigate potential export markets, such as New Zealand. ■

## Deaths

**Ovens.** On October 6, Mr James Montgomery Ovens, Ramsgate, Kent. Mr Ovens registered in 1938 and was the proprietor of the Viaduct Pharmacy in Ramsgate from 1952 until his retirement three years ago. ■

## News in brief

■ The Medicines (Intra-uterine Contraceptive Devices) (Termination of Transitional Exemptions) Order 1980 (SI 1980 No 1467, HMSO £0.30) appoints October 31, 1980, as the day on which the transitional exemptions under section 16 of the Medicines Act 1968 cease to have effect in relation to IUDs. ■

# TOPICAL REFLECTIONS

By Xrayser

## Worm's view

It seems that half of our Council is still unable to see the point of a proper PR department as a means of improving and maintaining a high level of public and political awareness of pharmacy.

Presumably they subscribe to the views of Mr N. T. Irons, West Glamorgan, who in a recent letter in the *PJ* maintained that "status" and "public opinion" are earned by and from the actions of the individual practitioner at ground level, and not on the "cloud nine" of public relations.

He says that we have an over-rated and over-financed PR department and that to even dream of expanding it is the same thing as unjustifiably increasing our fees. This shouldn't be done without asking the members, because he thinks public relations is on-going, is as good as its purveyor, and will be here for us anyway whether we spend £50,000 or not.

Eighteen months ago, when the going was hardest, I left my dispensary and along with fellow pharmacists, up and down the country, made it my business to get to know my MP and other party candidates—time consuming, hard work but enlightening. We discovered they knew less than we hoped about our profession and its troubles. Meetings and meals and talks and letters followed, as a means of informing accurately and keeping in touch.

PR is on-going and as good as its purveyor? Dead right . . . but I could not afford to be on-going, nor could many others. For the PR we had to do was national not local, we were representing pharmacy with a capital "P", not ourselves in our own little shops where we probably do act as our own PR men.

But to suggest that contacts we have with the public in the commerce of the day are sufficient to ensure that the Parliamentarians, for example, are properly aware of our profession's needs, sounds plain silly to me. The worm's eye view indeed. As amateurs it is hard for individual pharmacists to set up and continue consistent long-term information programmes for the news media or specific bodies. It therefore makes sense for us to pay a professional to do the work full-time, with all the advantages of having none of the worry of how to contact the people of importance, how to organise the effort economically.

At a fiver a year it would be the bargain of all times, but no . . . the casting vote at this month's Council was against the boost to PR. A worm cast if ever there was one.

## Another gone

Busy week in the world of takeovers, for no sooner had we digested the news of Earex going to International Laboratories, than we learn that Thos Guest have been bought out by English Grains. It is inevitable that there is change and consolidation in all spheres of commerce, but I am always sorry to see the end of the smaller entrepreneur manufacturers with their effective, if somewhat homely, methods of selling.

I wonder if English Grains will follow the admirable example of International Labs by increasing the trade margins on the taken-over product range, for as they say themselves, they will make substantial savings by common warehousing, delivery, computing and management services. I hope they keep the reps too—I've known and respected the one who calls on me for years.

## Friends

It's natural after this to congratulate J. Pickles & Co on their continued independence, despite problems (p596) of the sort which makes you wonder how anyone wanting to start small-scale manufacture of a new product could turn such a simple dream into reality.

From advice I was given recently the answer appears to be "You don't". Which is why, I suspect that people like Guest, and Earex, (and, dare I say it, Pickles?) are such attractive propositions for the ambitious internationals. But Mr Horner has a fund of hard common sense, the ability to work effectively and has a clear vision of what is happening around him, sufficient I hope to keep him from the temptation of the multi-million handshake which could gather his goodies to the anonymous and move us yet further towards the monopolists.

He's right in saying the blocks to our enterprise are stifling growth; he's right about the causes of inflation (although I think higher cost energy is also a critical factor). But how do you get those in control to listen to such friends of the country?

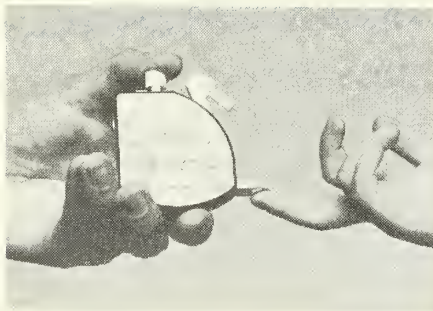


## Autolet device for diabetics

Owen Mumford Ltd are making the Autolet device for diabetics (£5.75) available for sale through pharmacies. Previously obtainable by mail order, the Autolet is a small device for pricking the finger to obtain painlessly a drop of capillary blood for home blood glucose testing.

Replacement disposable lancets and platforms are available separately (200 platforms £2.87; 200 lancets £5.17; 100 lancets and 20 platforms £3.11).

The product is said to be widely



used in diabetic clinics and has the approval of the British Diabetic Association; patients are recommended to buy it as a prerequisite to home blood monitoring. It is also being advertised in *Balance*, the BDA's newspaper. *Owen Mumford Ltd, Brook Hill, Woodstock, Oxford OX7 1TU.* ■

## PRESCRIPTION SPECIALITIES

### Endobil

**Manufacturer** BDH Pharmaceuticals Ltd, Lenten Street, Alton, Hants

**Description** 100ml bottle containing a 9.91 per cent concentration of the meglumine salt of iodoxamic acid for intravenous infusion, equivalent to an iodine content of 45mg/ml

**Indications** Intravenous

cholecystography and cholangiography

**Dosage** Recommended duration of intravenous infusion is between 15 and 30 minutes. Endobil should be warmed to body temperature and

administered with the patient lying down. Use in children not recommended

**Contraindications** Hypersensitivity to iodine-containing preparations

**Precautions** Should be used with caution in patients with severe functional impairment of the liver, kidneys or myocardium, severe hyperthyroidism and macroglobulinaemia (Waldenstroms disease). Injection solutions of adrenaline, a vasopressor, corticosteroid and an antihistamine should be immediately available in case of hypersensitivity. Patients should be attended for 20 minutes following injection to cover the possibility of delayed hypersensitivity

**Side effects** Facial flushing and nausea are the most common

**Packs** 100ml bottle (£4.44 trade)

**Supply restrictions** Prescription only

### Perifusin

**Manufacturer** BDH Pharmaceuticals Ltd, Lenten House, Lenten Street, Alton, Hants GU34 1HG

**Description** Clear, slightly yellow, sterile, pyrogen-free solution, for intravenous use through a peripheral vein, containing pure L-amino acids with added electrolytes. (See data sheet for list of ingredients)

**Indications** Improving nitrogen balance and preserving muscle and visceral protein in patients undergoing surgery and other cases of trauma

**Dosage** The daily amount is calculated according to individual patients' requirements of nitrogen, fluid etc.

Infusion rate is 40-60 drops per minute (2-4 ml/kg/hr)—it should not exceed 4ml/kg/hr. Optimal utilisation is achieved when the daily dose is given in a continuous infusion over 24 hours.

In patients unable to tolerate continuous infusions, two infusion periods of four or six hours each day are recommended

**Contraindications** Use in patients suffering shock, hyperkalaemia, severe infections, severe disturbances of liver or kidney function and disturbance of amino acid metabolism. Perifusin is not suitable for severely malnourished patients where total parenteral nutrition will be required

**Precautions** The effects should be carefully controlled when given to patients who tend towards elevated serum potassium or urea levels. Too rapid an infusion may result in renal losses and nausea in sensitive patients. A pre-existing deficiency of vitamins and, in particular, folic acid and vitamin B<sub>12</sub> may become clinically evident during treatment. Regular

checks of the patient's vitamin B<sub>12</sub> status and folate demand are therefore recommended. Prophylactic administration of adequate vitamins should be given if required. The possible occurrence of hypophosphataemia should be monitored

**Pharmaceutical precautions** Store between 5° and 25° C. Solution should be clear at all times before infusion and should be discarded if a precipitate or severe discolouration occurs. Addition of drugs to the bottle or giving set should be avoided  
**Packs** 1 litre bottles (£6.50 trade)  
**Supply restrictions** Prescription only  
**Issued** October 1980 ■

### Penbritin KS

The demand for Penbritin KS has declined to a level at which the company can no longer support production. Beecham Pharmaceuticals expect current stocks to last until the end of November. No further orders will be accepted for Penbritin KS beyond this date, but stocks already in the market can still be sold provided that they are within the expiry period printed on the label. *Beecham Pharmaceuticals, Beecham House, Brentford, Middlesex TW8 9BD.* ■

### Mucodyne pack

Berk Pharmaceuticals are introducing a 300ml pack of Mucodyne syrup (£4.70 trade). The pack comes with a dosage beaker. *Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE.* ■

### Sanomigran

Sanomigran tablets will now be supplied in blister packs containing 100 tablets (5 x 20). There will be no change in price. *Wander Pharmaceuticals Division, Sandoz Products Ltd, PO Horsforth Box 4, Horsforth, Leeds.* ■

### Lotion discontinued

Psorox lotion 200ml has been discontinued. *Fisons Ltd, Pharmaceutical Division, Derby Road, Loughborough, Leics.* ■





### Electric heating is unobtrusive.

A simple panel convector is neat and unobtrusive, and is one of the many ways of providing localised heat without any waste.



### Electric heating is economic.

Like all electric storage systems, an Electricaire unit can run off a low-cost, 7-hour night rate.



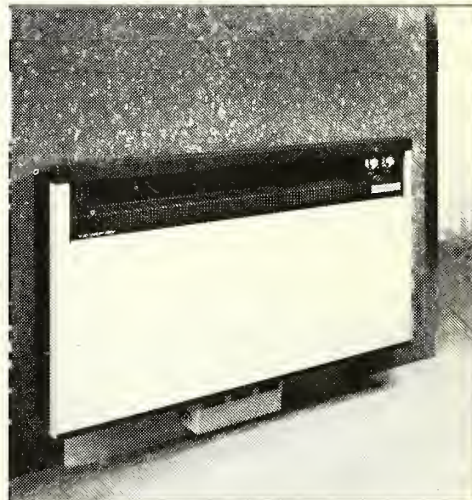
### Electric heating is easy to control.

Storage fan heaters are specially controllable because they mainly release their heat in response to a thermostatic control in the room.



### Electric heating is good looking.

Many of our customers appreciate good looks, and these days electric storage heaters are getting slimmer and altogether more attractive.



### Electric heating is instant.

This type of heater combines storage and convection heating in one, so you can boost up the heat any time.

## If you can find a more flexible heating system, buy it.

If not, fill in the coupon.

Because whatever your premises, there'll be an electric heating system to fit your bill.

It's easy, quick and comparatively inexpensive to install. And because there's no mess involved, you won't have to shut up shop and risk losing any valuable business.

As you know, our storage heaters run off a low rate of electricity. And now we've got a special 7-hour night rate for our commercial customers all over the country.

Minimal maintenance is required, and because they run off electricity, you need never worry about fuel supplies. And remember. Only electric heaters can offer you the kind of choice and scope you need to match your individual requirements.

Quite simply, when it comes to flexibility, no other system can beat us.

For more information on electric heating and on the extensive range offered by these manufacturers send this coupon to the Build Electric Bureau, The Building Centre, 26 Store Street, London WC1E 7BT. Or ask the operator for **Freefone 2284** and talk to our commercial heating specialists. Information is also available from your Electricity Board.

**Dimplex**  
**Creda**

**Unidare**

**Storrad**

**WESTAYR**

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Company \_\_\_\_\_

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# HEATELECTRIC

The Electricity Council, England and Wales

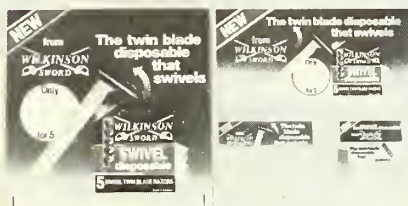


## Racing for the pivoting head disposable market

Both Gillette and Wilkinson Sword are to launch pivoting head disposable razors into the UK market.

Gillette shaving division are to launch Slalom, a pivoting head disposable razor (pack of five, £0.50) which they believe will be a major addition to the expanding disposable razor market. "It will have the re-assurance and performance of Gillette's twin blades but will also bring the consumer who prefers the convenience and cost of a disposable razor the extra ease of shave which the pivoting head offers," says marketing manager David Geddes.

Wilkinson Sword on the other hand



are to launch two products, the Wilkinson Swivel disposable razor and the non-pivoting Handy razor.

"Our new razors meet two clearly identified needs of disposable razor users," says Colin Aubrey, Wilkinson Sword's marketing manager. "The Swivel disposable is aimed at consumers who want the convenience of a disposable razor but who are prepared

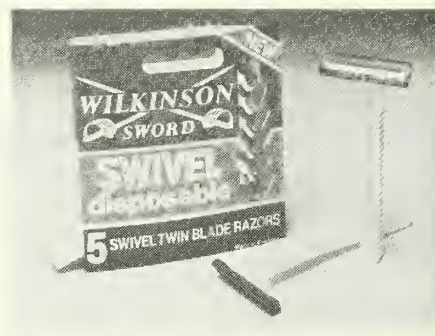


to pay for better shaving performance than they can currently get. The Handy razor caters for those who want to shave for the cheapest possible price."

Wilkinson estimate that disposables currently account for some 33 per cent share of the total blade market and anticipate it will be nearer 40 per cent and be worth £12-£13m with 120 million units sold next year. Gillette estimate that disposable razors will increase their market share from 36 per cent to 41 per cent in 1981.

The launch of Slalom will give Gillette their second disposable product, the previous launch being the Gillette two-blade disposable, the fixed-head product, in 1978. Slalom was launched in the USA six months ago and the company says first year share targets were exceeded after just four months.

Wilkinson in launching their new



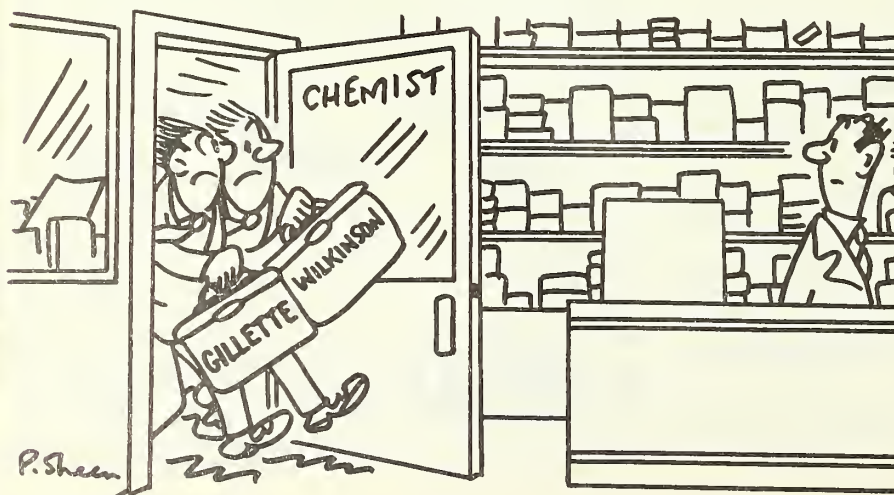
products claim that with three disposable products on the market "as many as 42 per cent of the men who have tried the leading brand complain of a poor quality shave. With the new Handy razor offering Wilkinson Sword quality at a budget price, and our new Swivel disposable combining the performance benefits of swivel shaving with the convenience of the disposable handle, we are confident of making significant inroads into this fast-growing market."

The Swivel disposable is being launched in the southern half of the country. With a white handle and black head, the razor comes in a black, red and white pack. Consumer research, the company says, shows the razor is preferred to the current leading disposable brand. Swivel is available in display outers of 20.

The Handy razor, which is being simultaneously launched in the north only, is aimed to appeal to the youth and impulse markets. Featuring a yellow-and-black lightweight handle the razor is available in packs of five. Wilkinson hope to have both products national next year.

Both Gillette and Wilkinson are supporting their products with television advertising. Gillette are using a £1 million campaign which will include a television advertisement featuring a skiing theme, the first burst breaking in February next year.

Wilkinson say they will be supporting their new razors in 1981 on television as part of their £1.5 million increased advertising budget. Gillette UK Ltd, Great West Road, Isleworth, Middlesex. Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ. ■







# Build-up -the taste of success

**Trade margins – up** Now 30% plus! That's the figure based on a full case of a dozen packs. Even at normal trade price the margin is 27%.

**Brand share – up** Build-up is the meal replacement your customers prefer – so they come back for more. You'll see the effect when you check the latest Nielsen figures – they confirm our findings.

**Advertising budget – up** Starting in November, our heavyweight press campaign will be seen in big-circulation women's magazines and the community health sector.

**Consumer awareness – up** Through our orchestrated consumer and trade advertising, more and more of your customers will know about Build-up – the enjoyable meal replacement.

**Your benefits – up** During October and November there's more for you when you stock up on Build-up. Your Carnation representative or chemists wholesaler will tell you all about it. And remember, the cold and 'flu season is near so you'll need Build-up on your shelves. Keep on the up and up with Build-up.

**Build-up** <sup>Carnation®</sup>

Available only through chemists.

Getting better never tasted so good.



## Blackcurrant Redoxon

Roche Products are to launch a blackcurrant flavour into the Redoxon 1g effervescent range. Roche representatives will be visiting pharmacists from October 20. The launch is being supported by a winter bonus, an additional minimum order incentive, a pharmacist and staff winter sunshine holiday competition, and new POS material.

The company believes that when orange and lemon flavoured Redoxon was introduced in January 1976, sales of Redoxon increased by 80 per cent and they anticipated that natural blackcurrant Redoxon will also further



increase sales. Roche Products, Broad Water Road, Herts. ■

## Numark autumn promotion

The second stage in Numark's autumn consumer promotion, "Win a Winter Break" will run in store from November 3-15. Winter Breaks for two in either Bologna, Florence, Genoa, Madrid, Milan, Munich, Rome, Venice or Vienna plus £100 spending money are being offered to the first ten correct solutions (plus a tie line) of a competition. The customer has to identify six European cities from photographs and from ten names supplied. Six-piece luggage sets will be awarded to the ten second-placed winners and two bottles of champagne each to the ten third prize winners.

The Numark chemist supplying the first and/or second prize winning entry form will receive a six-piece luggage set and/or a couple of bottles of champagne, respectively, and in addition, there will be an additional prize of a Winter Break for two for the chemist, who, in the opinion of the judges, taking into consideration the limitations of the window available, makes the best use of the Numark promotional materials supplied. Pharmacists wishing to enter should send in photographs of their window displays as early as possible to central office at Warminster.

To gain the maximum impact for this promotion, advertisements will be appearing in the *Daily Mirror*, *Sunday Post*, *TV Times*, *Woman*, *Woman's Weekly*, *Woman's Realm*, *Bradford Telegraph & Argus*, *Leicester Mercury*, *Lincoln*, *Rutland and Stamford Mercury*, *Northampton Evening Telegraph*, *Northamptonshire*

*Chronicle & Echo* and on Ulster Television.

Main lines on promotion during stage two will include the Numark superbly Curity Snugglers, Silvikrin shampoo, Andrex luxury toilet tissue, Cream Silk conditioner, Silvikrin hairspray, Kotex Simplicity, Dettol antiseptic liquid, Listermint mouthwash, Radox bath salts, Curity Snugglers, Lil-lets, Lucozade, Fancy Free press-on towels, Steradent tablets, Deep Clean, powders and fixative.

Intermediate lines on promotion will include Pears transparent soap, Matey and Miss Matey bubble bath and Cow & Gate baby meals. Supplementary lines will include Imperial Leather talcum powder, Dextrosol and Punch & Judy toothpaste.

Optional extras include Beecham Powders, Veno's Mac Lozenges, Phensic, Andrews Liver Salt, Farnell expectorant, honey & lemon pastilles, childrens pastilles, throat pastilles and Mentholypus. ■

## Nucross additions

Independent Chemists Marketing, are introducing medicated pastilles under the Nucross label in four flavours, blackcurrant & glycerine, glycerine lemon & honey, bronchial catarrh and Gee's linctus.

These four flavours are said to account for approximately 80 per cent of sales in a market which is estimated to be worth £7 million at rrp. Packed in member packs of 12 units (£0.40) during November and December, there will be a member pack bonus of £0.15. *Independent Chemists Marketing Ltd*, 51, Boreham Road, Warminster, Wilts. ■

## J&J support Vespré in food sector outlets

Johnson & Johnson in a drive to get Vespré more firmly established in the independent food sector are to launch Vespré 10s in shrink-wrapped Cash & Carry packaging.

The independent grocery trade, the company says, "accounts for more than 20 per cent of the total sanpro market going through the increasingly important grocery sector".

The company has also produced a tape cassette which aims specifically at young girls and deals with the onset of menstruation. Called "Becoming a woman" the tape (£1.20) runs for 16 minutes. *Johnson & Johnson Ltd*, 260 Bath Road, Slough, Berks. ■

## Radox posters

Radox Herbal Bath is to be promoted by a poster campaign. Using the collective theme "Tonic on tap" the first of two posters will feature pine, the best selling Radox fragrance and the second orchard bouquet, the latest addition to the range. Both posters show an illustration of the tap-top design of the cap alongside a pair of modern bathroom taps. *Nicholas Laboratories Ltd*, PO Box 17, 225 Bath Road, Slough SL1 4AU. ■

## ON TV NEXT WEEK

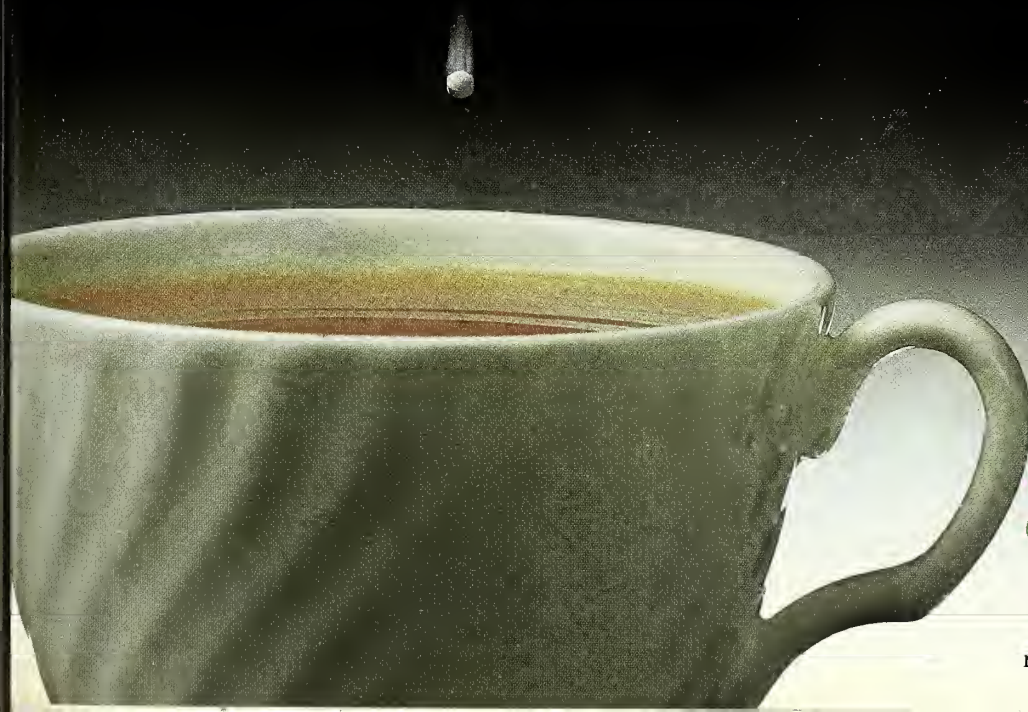
Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Leicesters	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

<b>Alka Seltzer:</b>	All areas
<b>Alberto Balsam conditioner:</b>	All except U, CI
<b>Anadin:</b>	All areas
<b>Anais Anais:</b>	Ln, M
<b>Curity Snugglers:</b>	All areas
<b>Cyclax:</b>	All areas
<b>Grecian 2000:</b>	Ln, M, Lc, Sc, So A
<b>Oil of Ulay:</b>	All except E
<b>Peaudouce babyslips:</b>	Ln, Lc, Y, So
<b>Sanatogen vitamin range:</b>	All areas
<b>Sine-off:</b>	Ln
<b>Vidal Sassoon:</b>	Ln, M, Lc, Y NE
<b>Vitaplus:</b>	Lc, M, Y, NE
<b>VO5 shampoo:</b>	All except U, CI





# THE NUMBER ONE NOW COMES ONE BY ONE.



Sweetex, the Number One sweetener, now comes in a new One-By-One pack.

So it's going to be selling faster than ever before.

Stock up. And watch your customers line up. One by one.

**Sweetex**  
**One-By-One**

Order from your Crookes Anestan representative, or through your wholesaler.



# The new Wella conditioners. Because life isn't this simple.



**DRY**

**NORMAL**

**GREASY**



There's more to hair-care than dry, normal and greasy.

Which is why Wella are introducing a new, wider range of conditioners.

There are six in all, each one formulated for a specific hair type.

The new Wella conditioners are the result of exhaustive consumer research, and many thousands of hours in the laboratory.

(Not to mention over 100 years in the hair-care business.)

And if you think we've spent a lot of time making them, you should hear what we're going to spend advertising them.

Over one million pounds.

Most of the money is going on a national TV campaign.

We'll also be running full-colour double-page ads in the major women's magazines.

It'll be the biggest-ever launch of a new range of conditioners. And the widest range on the market.

We hope you'll make a little extra shelf-space for it.



The new Wella conditioners. No-one does as much for your hair.



# Multiply your sales.



## Buy two get one free.

Buy two Duracell packs and get another pack free.

That's the massive incentive we'll be offering your customers.

We're running this promotion at the peak battery sales period, from October right through to Christmas Eve, when the demand for batteries is at its highest. In fact, a full 40% of annual consumer battery demand takes place during this key time.

## And our biggest ever T.V. burst.

The Duracell "Bunnies" will be just one of the commercials multiplying your sales even more this pre-Christmas season. It's our biggest ever T.V. burst, in fact more than twice as big as our

pre-Christmas burst last year, convincing your customers again and again and again that Duracell is the long lasting battery.

## Ring or write for information.

For more information write to: Duracell Sales Office, Duracell U.K., Gatwick Road, Crawley, Sussex. Or ring Crawley (0293) 512021.

Get your free display material and make sure you don't miss out on the big demand for Duracell.

**DURACELL®**  
**No ordinary battery looks like it or lasts like it.**





**NEW**  
**MUCODYNE**  
300ml Dispensing Pack  
**SAVES TIME AND MONEY!**

# NOW

a more cost-effective  
way to fill a prescription  
for **300ml MUCODYNE SYRUP...**

Dispense the **NEW**  
**HIGH COMPLIANCE**  
300ml PACK

- SAVES TIME AND MONEY
- PRESERVES QUALITY CONTROL
- AVOIDS WASTAGE
- INCORPORATES DOSAGE BEAKER
- ENSURES MORE ACCURATE DOSING

Order from your usual  
wholesaler **TODAY!**

# MUCODYNE<sup>®</sup>

carbocisteine

**clears sticky mucus**



Further information is available on request to the company  
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Station Road, Shalford, Guildford,  
Surrey. GU4 8HE

® registered trademark



The **FULL MUCODYNE** range  
SYRUP - 200 ml and 300 ml  
CAPSULES - Packs of 100



# MUCODYNE<sup>®</sup>

## SYRUP

in the NEW **HIGH COMPLIANCE**

### 300 ml PACK

**ORDER  
TODAY**

There are already a large number of prescriptions written for 300 ml of MUCODYNE. To help in the dispensing of the prescriptions a 300 ml bottle of MUCODYNE has been introduced.

This new pack incorporates a dosage beaker and will help ensure that patients take the prescribed dose. The new pack provides one week's treatment at the recommended initial adult dose of 15 ml T.I.D.

### ORIGINAL PACK DISPENSING will

- **PRESERVE QUALITY CONTROL**
- **SAVE TIME AND MONEY**
- **AVOID WASTAGE**

**TO ORDER  
STOCKS**  
of the new 300 ml.  
pack  
just fill in the form  
below and hand it to  
your wholesaler person  
on their next call.

ORDER TODAY

To (WHOLESALER)

FROM

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
(A/C No. \_\_\_\_\_)

Please supply \_\_\_\_\_ bottles of **MUCODYNE Syrup 300 ml.**

Signed \_\_\_\_\_



# COUNTERPOINTS

## Ulay Christmas offers and displays

A comprehensive sales promotion campaign has been launched for Oil of Ulay to coincide with a television and Press advertising campaign which will feature an Oil of Ulay Christmas gift commercial. Arranged through independent chemists, the new campaign incorporates a range of consumer offers and counter displays linked to a special transfer order bonus offer for the retailer.

The campaign starts this month with a two-month Ulay notelet promotion during which the consumer will be offered, with each purchase of Oil of Ulay, a complimentary pack of Ulay notelets and envelopes which will be displayed on a counter unit.

To further promote the Christmas gift idea, a package of Christmas display material has been produced, consisting of a pop-out display for a counter or window and a shelf strip.

The new Christmas theme is carried through on the pack sleeves and a Christmas gift pack, which includes a dress rose made in the likeness of Ulay's famous Margaret Merrill rose. As an extra incentive to the retailers' lady assistants, Ulay representatives will present each shop with a box of handmade chocolates if the Ulay displays are well maintained and in place when they call during the November/December period.

The sales promotion programme will be backed by a television advertising campaign through to Christmas and an extensive Press advertising schedule featuring advertising in all major women's magazines emphasising the pre-Christmas period of gift purchase. *Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.* ■

## Ladyshave campaign

Philips Small Appliances are to run a four week television campaign, starting on November 24, for the Ladyshave range. The 30 second commercial, first seen in the spring of this year, features the use of the Ladyshave Special as the "fastest, easiest way for a girl to be smooth."

Full colour whole page advertisements in eleven major women's



magazines will be backing the television advertising over the campaign period leading up to Christmas. *Philips Electrical Ltd, Mullard Mitcham, New Road, Mitcham, Surrey.* ■

## Festive Maxi

Maxi are introducing a range of colour cosmetics for the Christmas party season. Lip and eye sparkle both come in clear jars with silver caps for easy colour identification. Available in hot currant, kilowatt bronze, gold flash and electric light (£1.10), lip sparkle can be applied with either the finger-tips or a Max Factor lip brush. Eye sparkle is a luminous shimmering powder eye-shadow in copper, blue, green and gold (£1.10) which can be worn either alone or combined.

Three new shades of Maxi-lash mascara (£1.25) are also available —midnight plum, midnight green and midnight grey as are two Maxi brush-on blush duo's shades which are combined with three existing popular shades. These are apricot frost with brandy rose, pure sparkle with damson frost and apricot frost with tawny tan (£1.45).

Body sparkle, another addition to the Maxi colour cosmetics range, is available in pearly white (£1.45). *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.* ■

## Babysoap offer

Johnson's baby soap is currently being offered in flashed packs of "3p off" for the standard size and "6p off" for the bath size. POS shelf strips will be available. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks.* ■

## Addis introduce new hairbrush range

Addis have introduced a new beauty range of hairbrushes consisting of 11 brushes and 10 new colours, three in translucent plastic (£1.15-£3.38).

The Addis trademark is shown on the box and this new typeface will eventually become standard on all the products that fall within the toiletries division.

As an introductory incentive, Addis are offering a free display stand which takes one gross of brushes—complete with a header board which announces an introductory "25 per cent off" premium to consumers. This can be peeled off at the retailer's discretion to reveal the standard header board. *Addis Ltd, Brushworks, Hertford.* ■



# COUNTERPOINTS

## Roc make-up advice for contact lens wearers

Roc (UK) Ltd have joined forces with the Association of Contact Lens Manufacturers to give a series of presentations entitled "See and be seen" to consumer groups throughout the country. The presentation consists of an illustrated talk on eyes and contact lenses given by the ACLM, followed by a make-up demonstration by Roc which shows how contact lenses and the right make-up can change a person. Roc explain how their hypo-allergenic, unperfumed make-up is ideal for lens wearers and advise how it is best applied.

The presentations will be in Portsmouth on October 22, Blackpool on December 3, and London on a date to be fixed, probably during December.

Roc have produced a leaflet entitled "A guide to make-up and contact lenses", available to all stockists.

The company has produced a Christmas gift pack to help promote sales of their chemist-only range. It



contains everything necessary for basic skin care; a hypo-allergenic, unperfumed cleanser, toner and day cream, and is available for oily, combination or dry skins (£2.95). The lightweight, small-size bottles are said to be unbreakable and ideal for use when travelling. The sleeve, which bears a red, white and gold holly design, can be removed from the pack which then becomes a standard Roc introductory kit. *Laboratories Roc (UK) Ltd, 46 Mount Street, London W1Y 6EJ.* ■

## Natural Beauty

After a period of test marketing, a range of Natural Beauty products comprising cocoa butter hand and body lotion, moisturising cream and complexion soap are now available nationally. Cocoa butter is used as a traditional beauty aid in the Caribbean.

Cocoa butter lotion is for use all over the body especially, the makers say, after a bath. Whilst the moisturising cream is more concentrated and intended for use on dry and tender areas, the complexion soap is suitable for both the body and the face.

The cream is available in two sizes



(60cc £0.93, 120cc £1.41) as is the lotion (125cc £0.80, 235cc, £1.44). *Dyke & Dryden Ltd, 126a West Green Road, London N17.* ■

## Fun stickers from Band Aid

Johnson and Johnson are launching a fun sticker promotion for Band Aid plasters. The stickers have slogans such as "I'm a Band Aid bandit" and "Stick with me!" and are designed for sticking on childrens satchels and bags.

The promotion will feature on

flashed packs of washproof clear plasters. Medium packs will contain three stickers and the large packs will contain six. Consumers will also be offered the opportunity to collect the full set of six Fun Stickers on the reverse of each pack.

Point of sale material including dumpbin headboards and shelf strips have been prepared. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

## Autumn colours from Monteil

Couleurs du Desert, Germaine Monteil's new autumn/winter shades are inspired by the landscapes of Mexico and Colorado and feature subtle eye colours in shades of sand and rock (with names like roche Colorado, terre du Mexique, and rose savane), a browny pink blusher and a brown-red for the lips and nails. The three eye colours and the cream blusher are available in a compact (£9.95).

Also available are two party palettes for the Christmas season each with five eye colours, four in pearlised powder and the fifth in cream to blend and highlight. The first palette consists of five shades in pink, mauve and blue and the second in shades of gold and brown (£7.50 each).

For Christmas, Germaine Monteil are wrapping their favourite products in red and gold and decorated with golden butterflies. Coffrets available in the Royal Secret range (£12.10-£44.50) include bath powder, soap, lotion, spray perfume and spray concentrée and there is a box of Super Moist products (cleanser, toner, moisturiser and Royal Secret spray—£9.95). *Germaine Monteil, St George's Street, London W1R 9DF.* ■

The new Sweetex 1200 tablet one-by-one dispenser (£1.35) comes mounted on a blister card and is presented in a display outer of 12 dispensers. The national launch will be supported by television advertising. *Crookes Aneston Ltd, 1 Thane Road West, Nottingham.*





**NEW!**

# **NOW REDOXON TURNS BLACKCURRANT C INTO HARD CURRENCY**



New natural blackcurrant Redoxon tastes like a winner.

It sparkles. It refreshes. It's going to make you a very healthy additional profit.

Because Blackcurrant Redoxon is going to push the brandleader's\* sales even further ahead. Just like the orange and lemon flavours increased Redoxon cash sales by over 80% in 1976.

Blackcurrant Redoxon is backed by eye-catching display material, exciting pharmacist and staff incentives, with the best in bonus terms to give you even more profit.

Don't miss this exciting new winter profit opportunity. Fill in the attached coupon or telephone John Heywood on Welwyn Garden 28128, now, for an early visit from your Roche medical representative.

Roche Products Limited  
PO Box 8, Welwyn Garden City  
Hertfordshire AL7 3AY

\*Redoxon 81% cash share Vitamin C Market 1979 (Nielsen)  
Each natural blackcurrant Redoxon effervescent tablet  
contains 1g vitamin C  
Redoxon is a trade mark

J720104/1080

**Redoxon**

**NEW, NATURAL BLACKCURRANT  
FLAVOUR**

Please ask your Representative to call on me as quickly as possible.

Name

Pharmacy

Address

Roche Products Limited, PO Box 8  
Welwyn Garden City  
Hertfordshire AL7 3AY

**ROCHE**



## Paterson simplify colour enlarging—for £100

For colour printing the Paterson 35 enlarger was equipped with a colour filter drawer for standard 7x7cm colour printing filters, with the Colour 35 enlarger, they have "simplified and speeded up" colour printing by building a set of colour printing filters into the enlarger head. By adopting this method of colour correction, rather than the more usual dichroic filters, Paterson say the cost of the enlarger is still held at a reasonable level—suggested retail price is around £103.50.

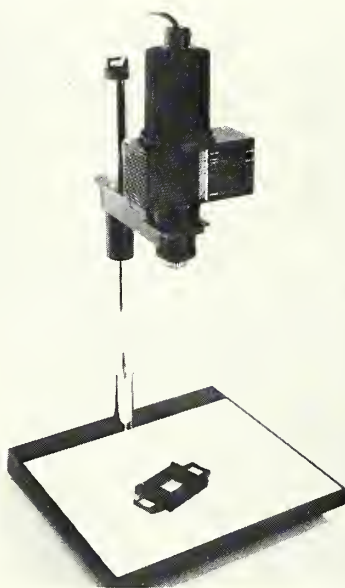
### Integral Filters

The fourteen filters are contained in a moulded housing located between the condenser mount and the lamphouse. Each individual filter is introduced into the light path by moving a slider fully to the left of its travel across the housing. Five yellow and five magenta filters are incorporated in densities of 05, 10, 20, 40 and 80, giving a range of densities from 05 to 155. Three cyan filters are incorporated of 10, 20 and 40 values. The fourteenth filter is an ultra-violet absorber.

The same die-cast aluminium lamphouse as was used in the Paterson 35 enlarger is fitted to the new model and the head bracket is retained in the new enlarger, but the mount for the condenser lens has been slightly simplified. A sliding red safety filter is incorporated in the head.

### Glassless carrier

A new glassless bookform 35mm negative carrier can be slid into the enlarger beneath the condenser mount, which will lift automatically. The weight of the condenser in its mount holds the negative carrier closed and the negative flat. If required the carrier will hold a single unmounted transparency for reversal printing. The column length permits enlargements up to 20x40cm (8x12in) to be made on the baseboard from the whole of a 24x36mm negative. The helical focusing mount for the enlarging lens permits magnification from 2x upwards. Each enlarger is supplied with a three element f/3.5, 50mm enlarging lens and a disc calculator which enables the exposure changes needed when



the colour printing filters are changed to be easily calculated.

Paterson say the enlarger can equally well be used for black-and-white printing with all the filters slid out of the light path: "Since the illumination system of the enlarger is of conventional condenser-diffuser design and no mixing box is employed there is no loss of contrast in black-and-white printing." *Paterson Products Ltd, 2 Boswell Court, London WC1 3PS.* ■

## Vestric offers on cameras and films

Vestric will be operating reduced trade prices on Kodak cameras and films, the Polaroid 1000, and Duracell batteries in promotions which will run during October and November.

The Polaroid 1000 will be available at £14.25, plus VAT, (normal trade price of £19.05p).

In November a Kodak promotion begins, with reduced trade prices on the new Ektra range, the Brownie 110, the Instamatic 77X, 177X, 277X and all Kodak instant picture cameras. An extra 7½ per cent discount on normal trade price will be available on orders over £50 for assorted Kodak films.

A promotion on various types of Duracell batteries also starts in November. The MN 1300, 1400, 1500,

2400 and 1604 will be available at trade prices plus an additional 12½ per cent.

All products in these promotions will be advertised on TV between now and Christmas. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.* ■

## Happy Christmas from Agfa

Agfa-Gevaert have announced details of their Christmas promotion of photographic products which includes a new product launch—they are extending their range of pocket cameras with the Agfamatic 901 flash motor camera.

In response to every order placed for five Agfamatic 1008 tele pocket cameras, retailers will receive a counter dispenser containing the five cameras ordered and five Agfamatic 508 cameras free. Also, customers ordering an Agfamatic 901S motor pocket camera during the promotional



period will receive a free Agfamatic 901 lux flashgun.

A Christmas offer of a dispenser containing 12 Agfachrome CT 18 slide film twin-packs and 12 CT 21 twin-packs, is available, and customers buying these twin-packs get their second film at half-price.

Supporting the promotion are santa balloons (No 9854 in the photograph) and price tickets (9853), a Christmas crowner (9856), and a camera stand for the new Agfamatic 901. *Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex.* ■



# We've given our hand cream a face lift.

Yes, we've given Atrixo new packaging. It now has a shiny, new eye-catching design.

And your customers will get to know it well, through our TV advertising campaign.

We'll be smothering our hand cream over housewives television sets during November and December.

However, they'll be pleased to know we haven't laid a finger on the cream itself.

It's still the same rich, protective cream it's always been.

So you'd better stock up with plenty of Atrixo now.

Because, now we've given our hand cream a face lift, you can expect your sales to get a lift.





# Revelations of



## **The Lady Braun elegance**

is to appear yet again extensively on national television this Christmas.

The Lady Braun elegance, which has taken the rapidly growing ladyshaver market by storm, is uniquely shaped to fit the contours of the female form.

It has three shaving systems on one head all operated by a simple switch: a curved long-hair trimmer fits the awkward curve under the arm. A flat long-hair trimmer is specially shaped for legs.

And a shaving foil situated between the two can be used in conjunction with either of them to smooth away short hairs. And it's this that makes the Lady Braun elegance rather special.

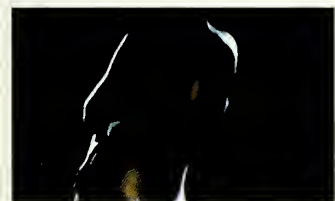
Now, following the success of this summer's glossy campaign, we're going straight onto TV to give our Lady shaver its biggest-ever boost.

During November and December we'll be spending £300,000 spreading the



# a leading lady.

- \* £300,000 will be spent on TV during November and December.
- \* 81% of all adults will see this commercial.
- \* It will be shown at least 20 times on every commercial TV station in the country.



A woman's body is made to be stroked. Not scratched or stung.



So the Lady Braun elegance is specially shaped to stroke away hair, quickly and gently.



It has a uniquely curved trimmer



to fit the curve under your arm



a flat trimmer to flatter your legs



and gently rounded foil to smooth away those very short hairs.



So all it takes is a simple, smooth stroke. A stroke of genius you might say.



Lady Braun elegance. A stroke of genius from Braun.

## The superb Lady Braun elegance commercial

Lady Braun story right across the country.

Every single TV station will show our superb commercial at least 20 times.

It will be seen by 81% of all adults.

's enough to electrify sales in all our stockists.

So be ready. Have the Lady Braun elegance in plentiful supply before the big Christmas break, display prominently on your shelves, and share in the success of our most elegant leading lady.



# BRAUN



# THE TWINS ARE BACK!



And we're putting £450,000 behind them.

Toni, the home perm market-leader, launches Silkwaves – the new Soft Perm for today's natural styles.

And we're going to do it in a way we know will work. With a new set of Toni twins! We're putting £450,000 behind the introduction of new Silkwaves Soft Perm and it could just double your sales and profits.

We're launching a massive PR campaign featuring both Toni twins. That's right – the twins are back, and they're going

to mean business for you. And there's more. We've repackaged our Toni range to help the leading home perm move off the shelves even faster.

When it comes to the home perm market Toni is the market leader, so make sure you capitalise on our success by stocking new Toni Silkwaves and the whole Toni range. And let the twins work for you.

**DOUBLE YOUR PROFITS**  
with new Toni Silkwaves.





## Liposomes provide a new route to target tissues

Consultant pharmacist Mr S. J. Hopkins, FPS, provides an introduction to a topic of topical interest which has considerable potential for "tailoring" drug delivery in the future.

As the knowledge of the pharmacokinetic factors influencing drug activity increases, the importance of ensuring that an active concentration of a drug actually reaches a target organ or tissue has assumed a new dimension.

Considerable ingenuity has been used in devising new methods of drug presentation that will improve absorption, such as matrix-based products, but an entirely new approach to the problem has been the development of the liposome as a drug-delivery system.

### Synthetic vesicles

Liposomes are essentially synthetic vesicles, and resemble to a limited extent the plasma membrane of living cells. They are formed spontaneously when water-insoluble polar phospholipids such as phosphatidyl ethanolamine are dissolved in an organic solvent, and then dried to a thin film. When the dry lipid film is treated with a buffered aqueous solution, the film swells with the ultimate formation of multi-lamellar closed membranes or vesicles. These vesicles consist of bimolecular lipid layers alternating with aqueous compartments.

Substances to be entrapped in the liposomes can be dissolved in the organic solvent, or in the buffer solution, and they will then be entrapped in the lipid or aqueous phases of the liposome. The surface of the liposome may be positively or negatively charged, and by using methods that increase the distance between the layers of the liposome, a larger aqueous fraction can be incorporated.

Macromolecules with hydrophobic and hydrophilic components can also

be accommodated within the liposome complex, so the system is one of considerable flexibility. Multi-lamellar liposomes can be reduced in size by sonification, and liposomes can also differ in size to some extent according to the technique employed in their preparation. Differentiation in size, and separation from any untrapped drug, can be effected by methods such as dialysis and centrifugation.

Early studies on liposomes as potential carriers of drugs were stimulated by the discovery that enzymes such as lysosymes could be entrapped within liposomes, and used as replacement therapy in lysosomal storage diseases. Since the liposome-mediated uptake of drugs utilises a new type of mechanism, and avoids the normal routes of drug entry into cells, it was considered that liposomes might prove useful in promoting the release of drugs into tissues not normally accessible to medicinal agents given by conventional methods.

### Insulin transport

Suitably formulated liposomes can transport drugs such as insulin directly through the vascular epithelium, or penetrate membranes to reach tissues to which free access of the drug is normally denied. Liposomes can also be devised that bear a receptor agent, to act as a scavenger to remove unwanted substances such as heavy metals in case of poisoning. Conversely, liposomes can be prepared to reduce the toxicity of antimonial drugs in the treatment of tropical diseases such as leishmaniasis.

Liposomes are normally taken up preferentially by tissues with a high endocytic activity, such as the liver and spleen, but many tumour cells

have a similar activity, and studies with liposome-entrapped methotrexate have shown that the half-lives of the drug can be extended, and its metabolic degradation reduced.

Other studies with liposome-entrapped cytotoxic drugs have shown that the permeability of tumour cells to cytotoxic agents may be increased by the use of liposome-encapsulated products. An additional advantage of the liposome form of presentation is that many cytotoxic drugs have short half-lives in the plasma because of rapid metabolic inactivation, and such inactivation can be reduced by liposome-encapsulation.

Other changes in cell distribution of drugs occur with liposomes, and reduced levels may be found in renal, cardiac and skeletal muscle. Thus the liposomal-encapsulation of a drug may offer therapeutic advantages in cases where nephrotoxicity or cardiotoxicity would prove dose-limiting factors with conventional forms of administration. In the treatment of heavy metal poisoning, liposome-entrapped ethylene-diamine-tetra-acetic acid has been used with success, as have desferrioxamine liposomes in iron poisoning, as well as in iron-storage diseases such as thalassaemia.

### Arthritis

Recently, a liposome cortisol palmitate preparation has been used with success in the treatment of arthritis, and following the use of gentamicin liposomes, the antibiotic was found in the liver and spleen, tissues that are not reached by standard injection.

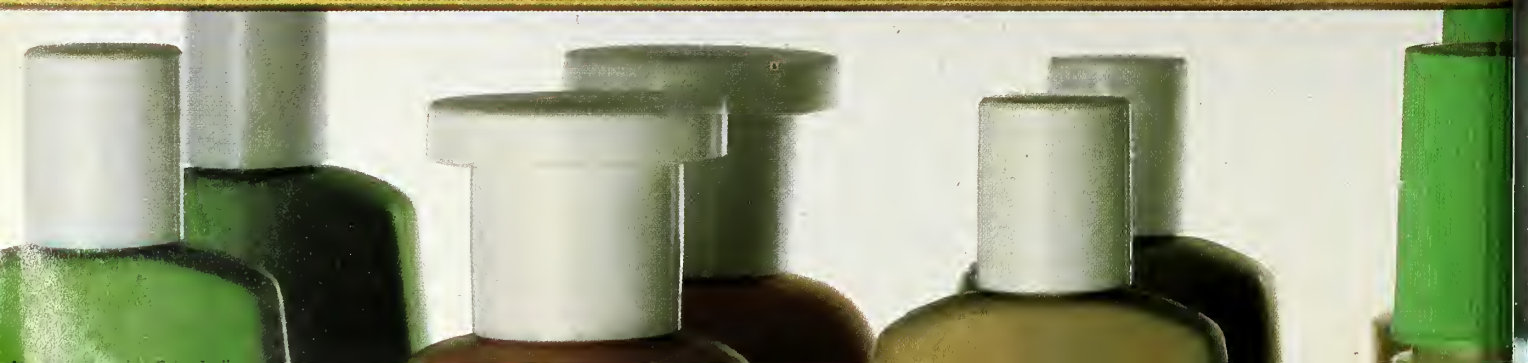
The liposome system of drug delivery is one of considerable potential, and has already reached the point where "tailoring" of the final product for a particular need is within the realms of practical possibility. A recent report refers to the oral treatment of haemophilia by the use of a liposome product containing entrapped blood factor VIII, and further advances in the development and use of liposomes can be anticipated with confidence. ■



# PERFORM



et left on the shelf. BEECHAM TOILET





# MIRACLES.

From nowhere to brand leader in only three months is a real bit of magic.

Perform, you'll remember, was launched in May.

But, by August, it had already grabbed a sterling market share of 9%\* – and, it's still going strong!

But then, it's about what you'd expect from another flash of brilliance from Beecham. **BEECHAM TOILETRIES**

ES won't get left on the shelf. **BEECHAM**





## Making the most of personnel

Sixth and final part in a series by Mr E. A. Jensen, BCom, MPS, MInstM, FIPharmM

Retail pharmacy is a labour-intensive activity, more so than most, if not all, other retailing enterprises. A particular feature of crucial significance is the legal necessity to employ a pharmacist whether the turnover is a few hundred or a few thousand pounds per week.

Wages and salaries are normally by far the largest current expense and the percentage of turnover they represent varies with the size and type of business; this percentage, inclusive of the pharmacist's salary, tends to be something of the order of ten to fifteen. When this ratio is compared with gross margins of perhaps around 20 to around 30 per cent of turnover the imperative need to use the resource of "labour" as productively as is possible can hardly be disputed.

"Labour", one of the four basic productive factors—"land", "capital", "enterprise", "labour"—in classical economic theory, is arguably the least efficiently employed. This might be understood in situations where labour is relatively low in cost, but in high-labour-cost circumstances it is a way to ruin.

If private retail pharmacy is to prosper in the face of competitors with labour-to-turnover percentages ranging from about 5 to 12 per cent, inclusive of management, (pharmaceutically qualified or not) much more attention must be devoted to staff and management productivity. Only for *some* of the competitors faced by the private pharmacist is the gross margin less than that "enjoyed" by the private pharmacy; in the case of the multiple pharmacy competition the gross is usually higher.

The problem of the private pharmacist as regards personnel is clear: How does he or she achieve a labour productivity so high as to compensate both for a *relatively* low turnover, and for a gross margin which also is low compared with some of the competition?

Not every private pharmacy can find salvation through expansion of

turnover, so other approaches are called for in addition to the positive marketing concept. The alternatives to expansion include plans to increase gross margins and to minimise costs; it is obvious that if sales are limited by factors beyond our control we can increase profitability only by curtailing costs, by improving gross, or both.

Our aims will be achieved to the maximum only if we can obtain the co-operation of staff, if we can so motivate and inspire them that common goals are accepted by everyone in the pharmacy as goals desirable for each member just as for the business. We are immediately reminded of the management by objectives principles emphasised earlier in this series.

Since the 1939-45 war an abundance of seminars, courses, etc, has been offered on human relations, motivation, communication and the like. Never before have we been so bombarded with prospective solutions to our management problems, with "treatments" and laws designed, allegedly, to enhance the quality of service we give and receive.

Yet judging by the opinion expressed by many of the public, the end product—what happens when

there is contact between staff and customer in the shop—has hardly been improved in proportion to all the instruction. Comparisons over time in so subjective an area are dangerous, but there seems some justification for thinking that service in shops *generally* was more efficient pre-war than post-war, especially in the sphere of helpfulness and courtesy.

Whether private retail pharmacy can fairly be criticised in this way is difficult to assess, but probably many of us would agree that there is plenty of room for improvement on current standards even in pharmacy. And pharmacy is a sector of retailing where human understanding and sympathy are at a premium, and where they are perhaps most likely to be found.

Why much training has failed to show a satisfactory return on investment could perhaps be related to two main shortcomings:—

- An over-emphasis of the staff-customer relationship and under-emphasis of the employer-employee relationship. Both are important, and the latter critically so in the personnel matters under review here.
- An over-technical approach to training and a neglect of the simple basics of human behaviour.

The private pharmacist is well placed to overcome the shortcomings suggested as this can be done with trifling expenditure and as the number of people involved is comparatively small.

We can start by asking ourselves, "Why do we employ staff?" Ultimately we do so in order that this "resource" can help us provide a marketable service made up of goods and

*Continued on p651*

Motivation through satisfying WANTS

Name	Comfort	Security	Admiration	Company	Knowledge	Superiority	Encouragement	Appreciation	Conformity	Solitude	Individuality
Owner											
Owner's spouse											
Miss X											
Mr Y											
Miss Z											

What does each contribute *to* the pharmacy? What does each draw out *from* the pharmacy? (rates out of 10)



Big news!  
Our new Manicure Scissors  
are ready, and when your  
customers see them it'll be  
thumbs up from everyone.

Because our new  
Manicure Scissors are simply  
the best.

And no wonder.  
We dominate the scissors  
market because we've  
made it our business to  
give people what they want.

Precision ground fine steel cutting  
edges for flawless grooming.



With a choice of curved  
or straight blades to suit  
personal preference, and  
handles moulded for comfort  
in lipstick red or classic blue,  
to appeal to everyone.

In their space saving  
merchandise, our new little  
nail scissors mean business.

We've all kinds of  
scissors for all kinds of jobs.



# Thumbs up for our smallest introduction.







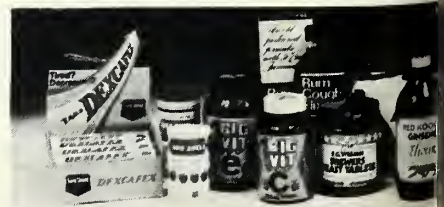
# We'd like you to be the first to know..

that English Grains have joined forces  
with Thomas Guest & Co. Limited

Thomas Guest and Co. of Manchester are a long established highly respected Pharmaceutical manufacturer of such leading brands as Sure Shield Fruit Laxatives and Iodised Throat Lozenges. In addition they produce a wide range of medicated lozenges, fruit pastilles and a complete range of packed goods which includes a comprehensive range of cough medicines.

Put this together with the young enthusiastic, highly successful, promotional minded health food company such as English Grains and you will see that this joint venture means that we can offer you a comprehensive range of quality products which will be actively promoted to ensure that our products move swiftly off your shelves.

To ensure that you are able to quickly obtain your orders of English Grains and Thomas Guest products, the joint venture means that we now have an effective national sales force







## English Grains Major Products

RED KOOGA GINSENG tablets,  
Elixir and Tea sachets,  
P.M.T. Tablets,  
Yestamin,  
Simplicity,  
Surf City,  
Big-Vit C Blackcurrant tablets,  
Big-Vit E,  
Natural Bran Flakes,  
Natural Wheat Germ capsules,  
Supasaff Safflower oil capsules,  
Vitamins A, B complex,  
B1, B2, B6, B12.

## Thomas Guest Major Products

Sure Shield Fruit Flavour  
Laxatives,  
Iodised Throat Tablets,  
Vocal Zones,  
Traveltabs,  
Dexcafe Tablets,  
Winterets,  
Antiseptic Creams,  
Mouth Ulcer Tablets,  
Rum Cough Elixir,  
Tangeroil Syrup.

products including  
Sure Shield Fruit Laxatives,  
Iodised Throat tablets,  
Traveltabs, Simplicity and  
Yestamin Brewers Yeast. etc.  
In addition, we shall be  
producing a wide range of  
colourful shelf talkers, display  
units, merchandisers, window  
stickers etc., to enable you  
to maximise on these selling  
opportunities in your  
store.



throughout the U.K.  
backed up by an efficient  
sales service.

## National Advertising

ensure that our products  
come successful sellers we shall  
using National Advertising to  
support our brand leaders.



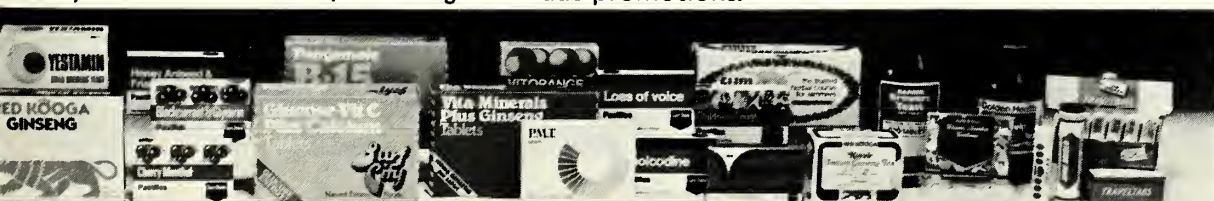
Red Kooga Ginseng, the brand  
leader is currently being  
advertised in full colour in a  
range of womens' and general  
interest magazines up to  
Christmas. In 1981 we intend to  
nationally Advertise other major

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## Making the most of personnel

*Concluded from p646*

professional skills, a service which can procure for us an acceptable reward. Clearly, the greater the reward, monetary and other, and the greater the motivation.

**Motivation.** We motivate people by giving them what they want. This statement requires qualification by adding that education is necessary as a preliminary to decisions about wants, as wants have to be considered long, as well as short, term, and must be realistic.

Humanity might be of infinite variety but people have a number of fundamental wants, some conflicting with others, and all varying in intensity from person to person. To the extent we can satisfy these wants among our staff we can hope to succeed in using our human resources effectively. The satisfaction of wants must be reciprocal between all involved in any business and the table which follows can serve as a check on efficiency of motivation.

Each "want" calls for detailed analysis. "Security", for instance embraces pay, degree of certainty of continued employment, pension arrangements, profit-sharing, insurance, etc, and it has physical and psychological aspects. "Comfort", again, has material and non-material connotations, while "knowledge" should be designed to give insight into the acquisition of new information and also to its practical use. Training should include guidance on the development of constructive attitudes in work and elsewhere. Yearnings for "individuality" and "superiority" are to be brought into harmony with "company", with the need to feel part of a team and to co-operate. All the wants should be examined in this way and be related to the others.

The owner can begin by asking how far he or she considers staff members to have their wants met and how far the business satisfies his, the owner's wants.

Staff should be invited to carry out their own surveys, to question what they give to their job and what they take from it.

Before asking for staff participation it could be valuable to explain why the owner is suggesting the procedure. An open discussion after the exercise can be an opportunity to improve communication and mutual understanding. The "Hawthorne" experiment, frequently cited, indicated that the mere realisation by employees that their employer was interested in their welfare, quite apart from material benefits, increased productivity.

### Further steps

Every possible step should be taken to economise on the cost of personnel. To employ fewer but higher-paid staff can help by reducing the total burden of "fixed charges" for social security etc. Quality rather than quantity is a key to productivity per £ expended on wages. Adjustment of opening hours and co-operation with other pharmacists in "sharing" part-time staff can also often be worth exploration.

Reserve for people those tasks only people can do; substitute increasingly the silicon chip to relieve human beings of drudgery and at the

same time enhance the dignity of the work of your highly paid, well-motivated staff. Recruit people who will meet the needs of the future already changing our business life. When engaging new staff remember "wants" and the need for employer and staff to contribute to, in addition to receiving from the pharmacy. Extreme selectivity is desirable.

*To conclude* on an expanded theme, it is suggested that the private pharmacist needs to go beyond the customary realms of business relations into wider philosophical areas integrating business, professional, and non-business activities. If this can happen side-by-side with current technical innovation the road to a new success could be opened. A study of "wants" can be a starting point.

Pharmacy, with its unusual dichotomy and its conscience, might prove a powerful spearhead in establishing human values as supreme in the bid for prosperity. The private pharmacist who is aware of his unique strengths in human relations is well positioned to lead. ■

## BOOKS

### Milestones in Pharmacy

Leslie G. Matthews, FPS, FSA.  
Commissioned and published by  
*Merrell division, Richardson-Merrell Ltd*, Whitehall Lane, Egham, Surrey.  
12×8½ in. Pp24.

The tapestry of pharmacy is a complex interweaving of art and science, each development having, in varying degree, an effect on the current pattern. At no time has the profession been without its problems, and Leslie Matthews has taken 13 of the most important pharmaceutical topics and traced their historical background. His aim is to see how effective the profession has been in dealing with its problems and at the same time he has the declared intention of enhancing "your appreciation of your profession".

The topics are wide ranging, covering early history and modern problems. He begins with an essay on formularies and then deals with the separation of the practice of medicine from pharmacy. Then comes the severance of the apothecaries from the grocers, the advent of chemical

medicines, botany and its service to pharmacy, and the rise of the chemist and druggist.

Many of the essays are relatively short, but he deals at some length with the formation of the Pharmaceutical Society of Great Britain and the National Health Insurance Act. There are pieces on the multiple ownership of pharmacies, chemotherapy, health centres and clinical pharmacy. The final contribution deals with pharmacists' education from diploma to degree.

Each essay is so succinctly presented that the whole may be considered a notebook on pharmacy, and as such readers will applaud its presentation and the amount of detail that has been assembled. Undoubtedly it is an important contribution to pharmaceutical literature, and whilst Leslie Matthews must be congratulated on the text, praise should also be given to Merrell, who commissioned and published the book in its elegant form. ■



## 652



# BIG SALES



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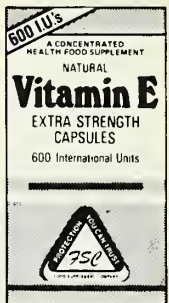
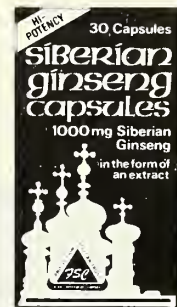
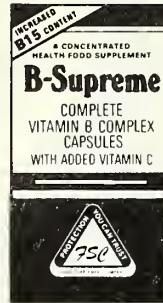
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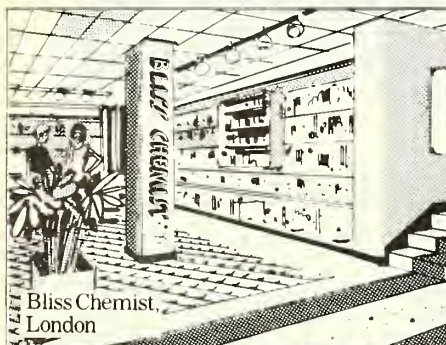
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# LETTERS

## How much can you do in 10 minutes?

A very elderly, very ill patient in a geriatric residential home has the following prescriptions:—Lasix 40mg i bd, Slow-K i mane, Diamox 250mg i bd, digoxin 0.125mg i daily, glubenclamide 2.5mg i daily.

The matron of the home recently phoned the appropriate dispensing pharmacist to say that the patient at present could not swallow tablets and could she have her medication in liquid form? Slow-K and digoxin 0.125mg no problem—two new scripts. Glubenclamide 2.5mg no liquid form available, the tablets would have to be crushed—no new script required.

During this time, other prescriptions still required to be dispensed and the matron's request was urgent. The drug information department at London Hospital was contacted for assistance, which was given promptly, and efficiently, for which I thank the young lady concerned.

The constant use of modern drugs may cause us not to appreciate fully their potencies and their complex reactions with other drugs—it is good practice each week to read a few pages of the current ABPI Data Sheet Compendium. The final results were: *Lasix*—A liquid paediatric form is available but requires to be taken in large volumes to give the required adult dose. This contains also a large amount of sorbitol which creates flatulence, diarrhoea, etc, problems which this patient could well do without, especially as Lasix itself has possible effects on the dosage of cardiac glycosides and diabetic drugs. Paediatric Lasix appeared not to be suitable in the circumstances. Inj Lasix also created problems for the non-hospitalised patient. The tablets were recommended to be crushed if possible—no new script required.

*Diamox*—An acetazolamide suspension formula was available. However, the tablets are very brittle and would require to be well powdered. Also the normal suspension formula contains a large volume of syrup of orange, and the patient is diabetic, so the glubenclamide dosage would require adjustment. Instead the syrup was supplied separately with instructions to try administration as made (sine syrup). If not possible, the minimum of syrup could be used which would require urine sugar checks

an adjustments of the glubenclamide dosage might be necessary—new script required.

By the current use of activity sampling and grotesque "broad averaging", the time allowed to dispense the three new scripts is approximately 10 minutes. Obviously the time taken was much longer and there would certainly be no productivity bonus on these transactions, especially as the matron and the doctor had to be phoned for discussion and agreement and finally the finished medicines delivered to the home.

No doubt there might be better solutions, but time was short and other work still had to be attended to.

Altogether a satisfied doctor, satisfied matron, and in such a rush job a satisfied pharmacist (professionally, if not financially). The one person not involved up to this time was the patient—or as the Pharmaceutical Services Negotiating Committee would have it, the "retail customer". There is no way I can endorse the PSNC's decisions that (1) NHS dispensing should only have

equal comparability with retail trade in general and (2) productivity deals are appropriate to NHS dispensing.

These are two items which the PSNC would be well advised to make sure are *not* "part and parcel" of the new contract. I would certainly ask that they are not included in my contract.

The first item was opportunism at its worst—retailing had a bigger gross profit than that enjoyed by dispensing contractors. Not so long ago it was the better salary and conditions enjoyed by hospital pharmacists that they envied.

The second must be the ultimate showing of a complete lack of reason or judgment. Apart from the fact that it is not even possible and, if it were, it would not be advantageous since to give a more equal distribution, money would be withheld and given back to those contractors from whom the extra work had been taken in the first place. The "Gdansk Spirit" is certainly lacking in our leadership's proposals.

**George Baxter**  
London E13

## Ask a child

I wouldn't have thought it needed the deliberations of a learned body, or even student research, to discover that patients can't open child-resistant containers. Our elderly customers always ask for "ordinary bottles". Just look at a pair of arthritic hands and one of those containers and anyone with the slightest commonsense can see why.

Apart from the elderly, many younger customers find the containers difficult. Has anyone apart from me tried to open an Anadin 50 in a hurry, or line up the arrows on a paracetamol 25? The only way is to ask a small child. He'll have no problem!

**Dolores Clew** (assistant)  
Weybridge, Surrey

## Help wanted

There have recently been numerous articles on the care of contact lenses and the solutions available for that care. As Dr D. J. G. Davies pointed out in his Conference paper, all users of contact lenses are well trained at the time of fitting on care and hygiene, what is sadly lacking is any advice on

suitable make-up, especially for the eyes.

All writers assume that wearers put on make-up before inserting their lenses. Do they not realise that we can't see to put on the paint until the lenses are in?

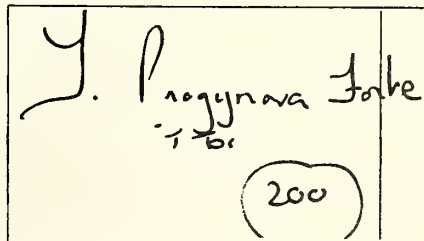
In this expanding market, manufacturers of cosmetics would be doing me a great service, both as a user of lenses and an occasional seller of make-up, if they gave some more specific advice—perhaps by labelling items that are considered suitable for use.

**Sheila Mellor**

Sutton Coldfield

Choice of product was reviewed in *C&D's* Eyecare supplement, August 25, 1979, by D. R. Whitehead, MA, of Optique—Editor.

*Our subscriber says this prescription, which was for an elderly man, should have been for Pregnavite forte. Could it be "the male menopause with a vengeance", he suggests!*





## Pre-tax profit cuts for Glaxo and Vestric

Glaxo group's pre-tax profit for the year to June 30 fell to £66.08m from the previous year's £72.27m. And the breakdown in RPM is believed to be responsible for Vestric Ltd's trading profit falling £1m from £6.6m in 1979.

Group sales, excluding wholesaling, at £434m were £37m higher than last year. Sales in the UK increased by 17.8 per cent to £106.6m and overseas sales were £21m higher at £327.5m. Vestric's sales at £207.6m (£161.4m) brought the group's total external sales to £618.13m (£539.05m). Sales by group companies to Vestric were £23.7m (£19.6m).

Glaxo estimate that the strength of sterling reduced the group's consolidated sales by about £20m and trading profit by some £11m, most of which is attributable to exchange movements in the second half of the financial year.

□ Glaxo are hoping to introduce ranitidine, the histamine-2 antagonist for treatment of peptic ulcer, within the next two years. Clinical trials are taking place in "a number of countries," a spokesman told *C&D*, and the aim was to "get it onto the world markets as quickly as possible." ■

## Modern lens lab for Focus

Focus Contact Lenses have opened a contact lens laboratory claimed to be the most modern in Europe.

Five kinds of soft lenses and some 20 types of hard lenses are being made at the 10,000 sq ft manufacturing facility in Berkhamsted. The production unit can produce at least 600 soft lenses and 250 hard lenses a day, and complies with the proposed Department of Health legislation.

Focus have a soft lens that may be worn continuously for up to three months. They are currently working with a new gas permeable material which allows oxygen to pass through, keeping the cornea in a healthy condition while the lenses are worn.

About 10-20 per cent of production

is exported to 33 countries and Focus hope to make inroads into the United States as their new premises are capable of meeting the Food and Drug Administration's strict controls for contact lens manufacture. ■

## Security service by block credit

Security services are now available through a "block credits" scheme. For a minimum of £200 deposit a company can call on the security firms to provide specific services, at known costs, until the money is spent.

The service can be used to prescribe preventive measures from pilfering to the vetting of prospective staff. *Armadillo Management Safeguards Ltd, 130 Queens Road, Brighton, Sussex BN1 3BW* ■

## Third world imports a threat says CIA

Certain chemical products from developing countries pose a real threat to European chemical markets according to the Chemical Industries Association, and it is pressing the EEC to modify its proposals for 1981 under the "Generalised System of Preferences" (GSP).

In a letter to chemical companies, Mr Martin Trowbridge, CIA's director general, has pointed out that the number of products now classified as "sensitive" and protected by quotas or ceilings has been reduced to only eleven: "The commission is proposing to allow duty-free imports of the remaining "non-sensitive" chemicals from all GSP beneficiaries with no safeguard procedures laid down for surveillance of imports or speedy re-introduction of duty when necessary".

The CIA paper stresses that the industry accepts some form of Community scheme of preferences to encourage growth in the developing countries. But with the European chemical industry in recession the import threat from some GSP countries with highly developed industries is causing serious concern.

They believe that on the basis of the new protected "sensitive" list there will be insufficient protection to certain products from the more competitive countries—such as, acrylonitrile from Brazil and melamine from Kuwait. Other GSP beneficiaries posing problems include Roumania, China, Mexico, South Korea and Yugoslavia.

CIA, and the European chemical federation are pressing the EEC, via various channels, to modify its proposals which replaces the present scheme on December 3. A paper lists existing sensitive products and a further eleven products which CIA says should be added. ■

*More Business News on p658*

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# Never deal on the Never Never?

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Leasing is only for people who can't afford to pay cash. Wrong. In fact nothing could be further from the truth. Many of our customers who lease certainly could afford to pay, but they know that they can make better use of their capital by investing it elsewhere, like in increased stock.

Leasing means paying out money with nothing to show for it. Wrong. Certainly you never own the equipment. But do you really need to? Our leases are for 30 years.

*Chemist & Druggist 18 October 1980*

For all those years you have possession and exclusive use of the equipment.

Leasing means I'm vulnerable to the leasing company. Again wrong. Once the contract is signed the terms of the lease are fixed. MFL are legally bound by the contract and can't alter it under any circumstances.

Now, how about those hard facts?

First, you don't have to tie up any capital at all, not even a deposit – you just pay your monthly rental. Second, the rental payments are fixed. So the real cost to you falls fast with inflation. Third, the monthly rentals are tax deductible as a business expense. Fourth, you should find, like the majority of our customers, that you get such a large increase in profits from your refit that it more than covers your leasing payments, even at the beginning when they are highest.

When you balance the myths against the facts, we think you'll agree that dealing with Showrax and leasing from MFL is never, never a bad idea.

For the full details, contact Steve Lovett on 0474-60671.

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## SHOWRAX

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## Shop rents will start rising in November

When adjusted for inflation shop rents have fallen some 11 to 15 per cent from May 1979, but they are expected to start rising again from November. During 1981 the rate of increase will continue to be a little above the rate of inflation, so that by May 1981 they will stand at some 6 to 10 per cent higher than in May of this year. By 1982, the increase over May 1980 will be in the 20 to 32 per cent range.

These forecasts are based on the close relationship between rents and retail sales volume, say the researchers Hillier Parker, but their predictions for retail sales (based on figures from the stockbrokers Phillips & Drew) show no recovery from the present trough—they predict a 2½ per cent fall between November 1979 and November of this year—until after May 1981.

The anomaly between an expected rise in rents from next month, yet no

up-turn in sales until May of 1981 is explained by a "cyclical weight" which it is hoped will give a better fit between sales and rents in past years. "A Forecast of Shop Rents, No 4" (£3.50). Hillier Parker Research, 77 Grosvenor Street, London W1A 2BT. ■

## German group to establish in UK

A German pharmaceutical group with 1979 sales of DM135.9 million is planning to establish a firm presence in the UK.

Sanol Schwarz GmbH made their first tangible step in this direction with the acquisition of Medo-Chemicals in November 1979 and Medo is now to form the basis for the future introduction of products from Sanol into the UK market, notably in the area of cardio-vascular medicine.

The image of Medo is currently being changed and restructuring will place greater emphasis on research and marketing activities. Their current products will also be subject to greater promotional efforts than in the past, particularly the Pholcomed range which is currently the subject of an advertising campaign. ■

## Robinson's cut jobs

About 140 jobs are to be lost at Robinson's of Chesterfield due to a lack of orders. 90 jobs are to go in the dressings division, 25 in the carton packaging division and 20 in the rigid packaging division. Before the announcement some short time working and cuts in production had been introduced.

The company says it will also be reorganising some departments and reassessing individual jobs. The company believes investment over the past few years will enable them to move forward as soon as the economic situation improves. ■

## Briefly

■ Ciba-Geigy have taken over Mettler-Unternehmungen, a Swiss company specialising in electronic precision balances.

■ Rockware Group Ltd have reported pre-tax profits of £3.52m (£1.2m) for the six months to June 29, on a turnover of £85.7m (£59.3m). But the road haulage strike in 1979 makes comparisons difficult and the company do not expect to trade profitably in the

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next six months. During the current year the glass division has been adversely affected by heavy destocking by its customers, especially in the wine and spirits industries.

■ **Bic Group:** Worldwide net profits fell by 3 per cent for the first 6 months to FFr 107.3m. Turnover improved to FFr 1,600m (FFr 1,300m).

■ **E. R. Squibb and Sons** is merging the sales force of FAIR Laboratories with its own selling organisation following a review of the marketing operations in the two companies. The FAIR range of products will now be promoted by the Squibb field force.

■ **Richardson-Merrell Ltd:** From October 20 their new premises will be in operation. From that date all correspondence for the company, including the Merrell division, should be addressed to: Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW. Telephone: Egham 34422.

## APPOINTMENTS

■ **Health and Safety Commission:** Mr Bill Simpson is re-appointed chairman.

■ **Unichem Ltd:** Five new members are appointed to regional committees. Mr David J. Lancaster, MPS and Mr David V. Winton, MPS, to the London north regional committee. In London south, the two new members are Mr Ernest W. A. Oldcorn, M.P.S. and Mr Robert Lewis, M.P.S. Mrs Margaret Hodgson, MPS, is elected to the north regional committee.

■ **Glaxo Holdings Ltd:** Mr Paul Girolami, Glaxo Holdings' financial director, will become the company's chief executive on November 1 in succession to Sir Austin Bide, who relinquishes this position following his 65th birthday. Sir Austin will remain chairman of the board of Glaxo Holdings. Mr Guy Neely has been appointed financial director. He joins Glaxo from the Linfood Holdings Ltd group, in which he has held a number of directorships.

■ **Beecham Group Ltd:** Mr R. M. Gerber and Mr J. W. Robb have been appointed directors. Mr Gerber is chairman of the European division of Beecham Pharmaceuticals. He joined the company in 1970, and held a number of marketing posts before taking up his present position in 1976. He is based in Brussels. Mr Robb joined Beecham in 1966 and was in charge of the consumer products businesses in the Far East and then Latin America before being appointed managing director of the food and drink division of Beecham Products in 1976—he is now its chairman.

# MARKET NEWS

## Canton Fair time

London October 14: The second of the 1980 Canton fairs was due to open on October 15. However little information on price trends of essential oils and allied products is expected to be forthcoming from China before the final week of the month.

As most of the influential buyers usually attend the fair, little spot or forward business has been transacted in that sector on the London market during the past week. A further attraction for those buyers this week has been the eighth International Congress of essential oils in Cannes.

Among the few price changes that have occurred were increases in camphor white oil (by 10p/kg), Vetivert (5p) and Chinese menthol (10p).

In botanicals, cascara was traded at lower rates than previously. Belladonna root was offered on the spot after a long absence. Lobelia herb for shipment was dearer.

### Pharmaceutical chemicals

**Acetone:** £385 metric ton for 30-drum lots.  
**Caffeine:** BP anhydrous £4.86/kg in 100-kg lots.  
**Calamine:** BP £758 per 1,000-kg delivered.  
**Cocaine:** Alkaloid £700.50/kg; hydrochloride £618 to £648.  
**Homatropine:** Hydrobromide £133.10/kg; methylbromide £126.60—both in ½-kg lots.  
**Hydrogen peroxide:** 35 per cent £336 metric ton.  
**Hydroquinone:** 50-kg lots £3.08/kg.  
**Hyoscine:** Hydrobromide £490/kg.  
**Hyoscyamine:** Sulphate, 100-kg lots £267.90/kg.  
**Lobelia:** Hydrochloride BPC and sulphate £1.49 per g for 100-g lots.  
**Magnesium sulphate:** BP £136.50-£147.10 metric ton; commercial £118.50-£132.60; exsiccated BP £294.  
**Mercury BPC:** redistilled £13/kg in 25-kg lots.  
**Mercurials:** Per kg in 50-kg lots; ammoniated £12.40; oxide—red £13.70; and yellow £13.55; perchloride £7.70; subchloride £11.30; iodine £12.45.  
**Mersalyl:** Acid £47.33/kg in 10-kg lots.  
**Potassium acetate:** BPC £1/kg for minimum 1,000-kg order.  
**Potassium ammonium tartrate:** £2.76/kg in 50-kg lots.  
**Potassium citrate:** Granular £1.112 per metric ton, 5-ton contracts £1.106 ton.  
**Potassium sodium tartrate:** £1.038 per metric ton.  
**Sodium ascorbate:** 100-kg lots £5.51 per kg.  
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**Curacao** no spot, £2,240, cif.  
**Balsams (kg) Canada:** Unchanged at £12.35 on the spot; shipment, £12.05, cif. **Copaiba:** unquoted. Spot and cif, **Peru** £9.95 spot; £9.75, cif. **Tolu** £6.15 spot.  
**Belladonna:** (kg cif) herb £1.99½; leaves £2.24; root, £1.94 spot; £1.80, cif.  
**Cascara:** £1,220 metric ton spot; £1,190, cif.  
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**Vetivert:** Java £13/kg spot; £11.50, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## COMING EVENTS

### Monday, October 20

**Enfield Branch, Pharmaceutical Society,** Chase Farm Hospital postgraduate medical centre, Enfield, at 8 pm. Mr R. Dickinson, deputy secretary, PSGE, will talk about the new training requirements for pre-registration students.

**Mid-Glamorgan East Branch, Pharmaceutical Society,** Hawthorn Leisure Centre, Pontypridd. Sponsored evening by Merck. Sharp & Dohme.

### Tuesday, October 21

**Bristol Branch, Pharmaceutical Society,** Edward Jenner centre, Bristol Royal Infirmary, at 8 pm. Motions for Branch Representative's Meeting followed by medical film and buffet.

**South-West Metropolitan Branch, Pharmaceutical Society,** Medical School lecture theatre B, St George's Hospital, London SW17, at 8 pm. Professor June K. Lloyd, Department of Child Health, St George's Medical School, on "Paediatric problems".

**York Branch, Pharmaceutical Society,** Postgraduate medical centre, York District Hospital, Miss Augusta Cony (child dietician, Leeds General Infirmary) on "Coeliac disease". Meeting sponsored by Welfare Foods Ltd.

### Thursday, October 23

**Ayrshire Branch, Pharmaceutical Society,** Savoy Park Hotel, Ayr, at 8 pm. Mr Gordon Webster on "Tooth detection".

**Dundee & Eastern Scottish Branch,** Ninewells Medical School lecture theatre 3, at 7.30 pm. Dr P. Vanezis, senior lecturer in forensic medicine, London Hospital, on "Accident, suicide or murder".

### Friday, October 24

**Blackpool Branch, National Pharmaceutical Association,** Cliffs Hotel, Blackpool, at 7.45 pm. Mr Alan Facer on "What you get for your money from the NPA".

**Leeds Branch, Pharmaceutical Society,** Visit to Raymed Division, Charles Thackery Ltd, St Anthony's Road, Beeston Town Street, Leeds 11, between 7 and 7.45 pm.

### Advance Information

"Cosmetics and Toiletries—materials, markets and trends" symposium, Cafe Royal, Regent Street, London, W1, on December 4. Organisers are the Functional Chemicals Group of the Industrial Marketing Research Association. Applications (£50 for IMRA members, £60 non-members) to IMRA office, 11 Bird Street, Lichfield, Staffs WS13 6PW.

The use of chemical nomenclature" symposium, Church House, Westminster, London SW1, from March 24-26, 1981. Further information from The Symposium Organiser, Laboratory of the Government Chemist, Room 564A, Cornwall House, Stamford Street, London SE1 9NQ.

**Socialist Medical Association, Golden Jubilee Celebrations,** Reunion party at Vitello D'Oro Restaurant, Gt Smith Street, London SW1, on November 1, at 7 pm. Conference on "The National Health Service—the present and the future", at Nuffield Hall, Jockeys Fields, Holborn, London WC1, on November 2, at 10.30 am. Tickets (£3 for party—pensioners/students £2.50, £2 conference—pensioners/students £1) from SMA, 9 Poland Street, London W1V 3DG.



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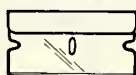
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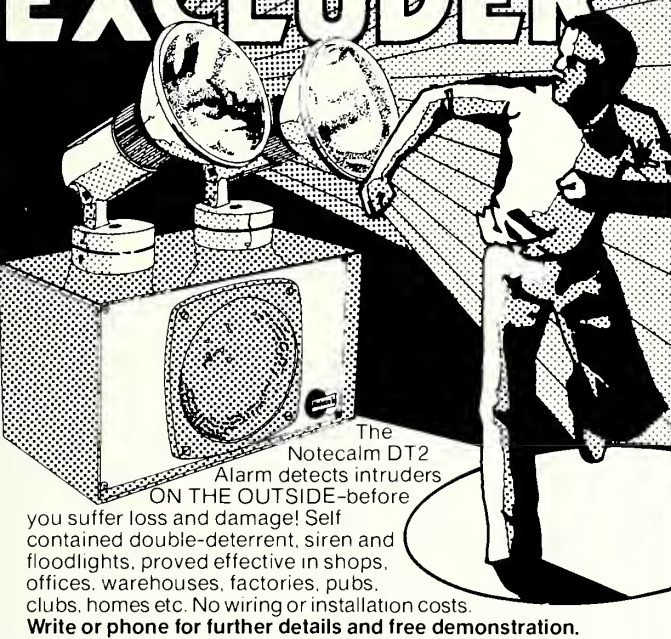
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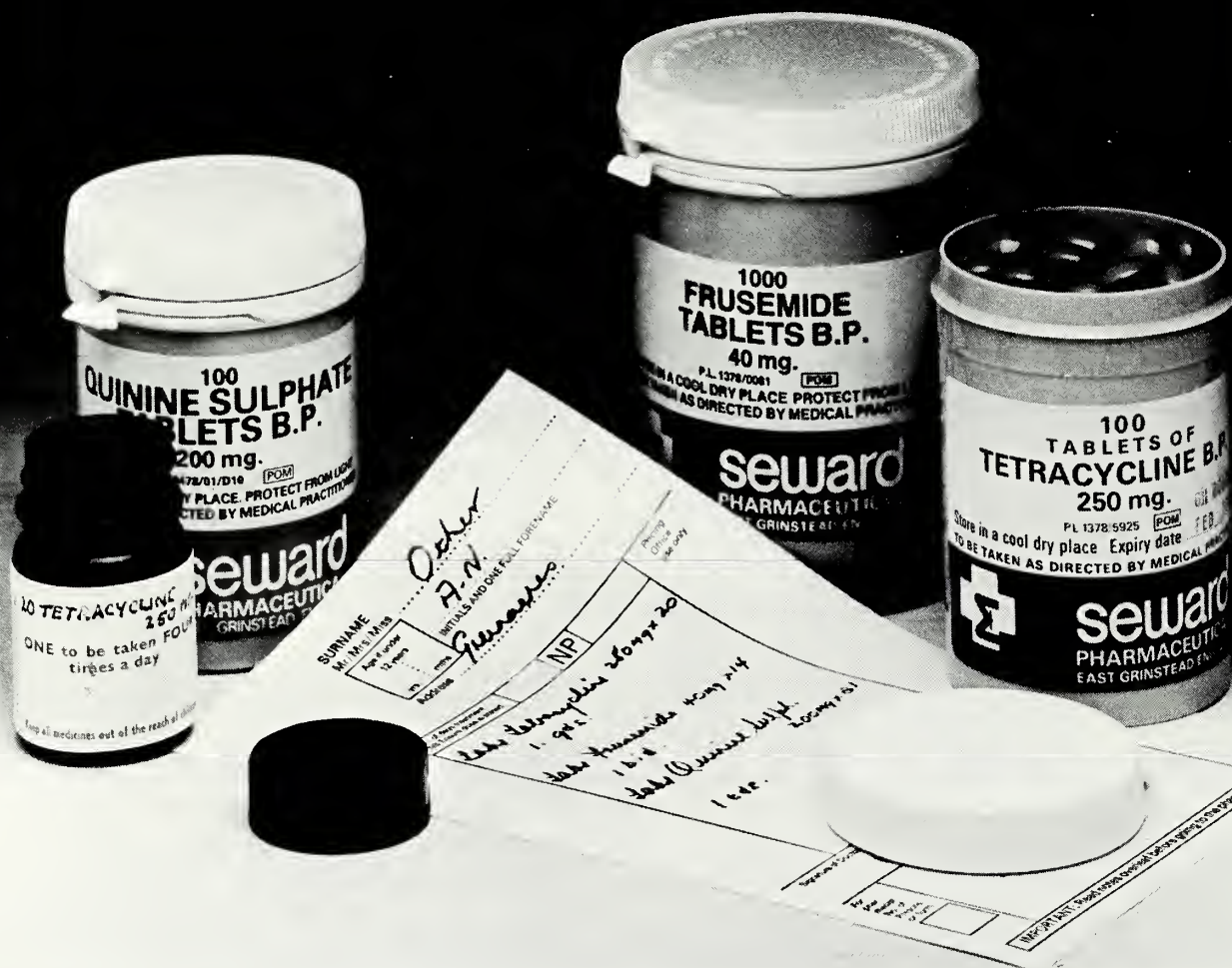
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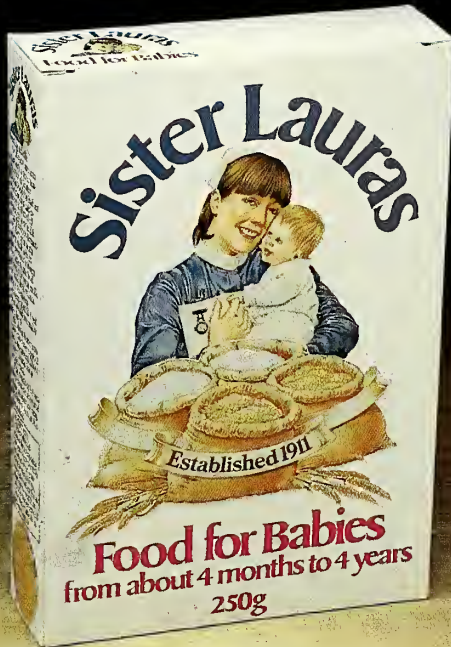
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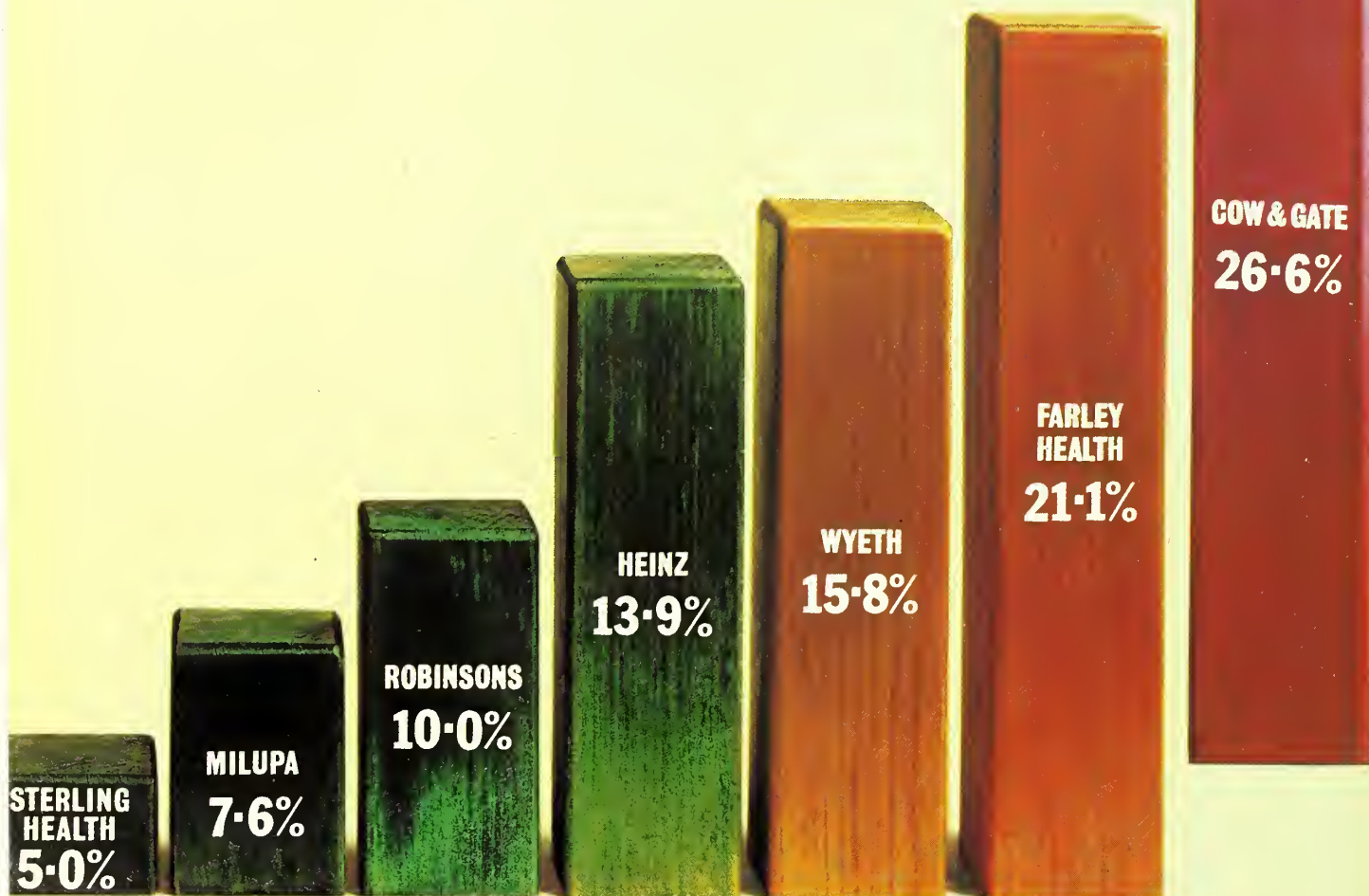


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Photo courtesy Robinson's Baby Foods

# Milk intolerance—a growing awareness

Up to 7 per cent of babies born in the UK this year may be allergic to cows' milk, intolerant to lactose or fail to thrive on the usual infant milks. Hilary Adam, BSc, SRD, new product development manager, Wyeth nutritional division, examines the problem.

The field of infant feeding has witnessed great changes since the turn of the century.

Knowledge of food processing has made fantastic advances permitting the introduction in the mid-war years of artificial milks, generally little more than dried cow's milk, and these milks were seemingly ideal both from the baby's and the mother's point of view. However, there have also been parallel advances in knowledge of nutrition and it slowly came to be recognised that breast milk was the only perfect food for the human infant and that substitutes should be used only where

breast feeding had failed and should be as similar as possible to breast milk in composition.

Today mothers are strongly encouraged to breast feed, even if it can be maintained for only a few weeks. The composition of infant milks available provides all the known essential nutrients, in the optimum forms and quantities, but it has been recognised for a long time that some infants do not thrive on these products and develop various reactions to the cow's milk components from which the products are derived.

Cow's milk intolerance (CMI) in

infants is the term given to the clinical problems which sometimes result either directly or indirectly from the consumption of cow's milk. Milk taken "as is" or in modified infant feeds, is implicated, since it is the components—generally the proteins and lactose—which cause the response.

This intolerance has always been thought of as a rare condition. Now, however, awareness of the subject is growing rapidly, both in the medical profession and amongst mothers, and it has been established that it is more common than was thought, affecting conservatively up to one child in 13.

## Causes

CMI is known to be influenced by hereditary aspects. Infants most likely to develop the problem are those with a family history of allergy, particularly if the parents or siblings are affected. Such family allergies may be unrelated to food—hay fever, asthma or eczema, for example. It has been established that an infant who has both parents affected by such allergies has a 60 per cent chance of developing similar ones, and still has a 50 per cent chance

*Continued on p4*



# MILK INTOLERANCE

*Continued from p3*

if only one parent is affected. Since approximately 20 per cent of the Western population suffers from this type of condition, it can be seen that the risks are high for a significant number of children.<sup>1</sup>

Clearly CMI is a problem that is associated with the feeding of cow's milk, or milk derived products. Indeed, the infant who is entirely breast fed and of non-allergic parents, is unlikely to develop many of the symptoms of CMI or of the above symptoms for the duration of breast feeding and maintains a resistance to the intolerance after breast feeding has stopped and cow's milk has been given.<sup>1</sup>

However, even the breast fed infant may not escape entirely. One study has shown that infants can react to the offending antigens in breast milk, which are derived from milk and milk products in the mother's diet.<sup>2</sup>

Furthermore the hereditary aspect of allergy seems to override the dietary aspects in that some symptoms, namely eczema and rhinitis, have been shown to occur as frequently in infants who were initially breast fed, as in the initially bottle fed, if there is a positive family history of allergy.<sup>3</sup>

Cow's milk intolerance usually occurs within the first three months in infants who are bottle-fed from birth, or within four weeks of the introduction of cow's milk, and may persist almost indefinitely.<sup>4</sup>

It is said that milk intolerance is often due to a reaction to the protein components of milk.<sup>5</sup> Generally, this is an allergic reaction, that is, one for which an immunological basis is apparent. In this case, the body

produces specific antibodies in response to the "invasion" by antigenic substances derived from the passage of certain milk proteins, or their digestive products, through the gut wall.<sup>6</sup> Various antibodies may be

**Table 1: Symptoms attributed to cow's**

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## **milk intolerance**

### *Gastro-intestinal*

Vomiting  
Abdominal pain  
Diarrhoea  
Delayed recovery from gastro-enteritis

### *Respiratory*

Rhinitis  
Wheezing

### *Dermatological*

Eczema  
Urticaria  
Miscellaneous rash

### *General*

Failure to thrive  
Crying, food related irritability

---

involved, and the symptoms produced depend upon which combination of antibody and antigen prevails.

Alternatively, CMI may be caused by a non-immunological mechanism—an example of a food pseudo-allergy.<sup>7</sup> Generally, this is reaction to the lactose in milk, caused by a deficiency of the enzyme lactase. The lactose cannot be digested and absorbed, and accumulates together with large amounts of water in the intestine, leading to diarrhoea, bloating and abdominal pain. This deficiency of

lactase may rarely be a congenital defect or may be temporary and secondary to some other gastro-intestinal disturbance. It is known, for example, that infants sometimes become temporarily lactose intolerant during recovery from gastro-enteritis which has damaged the lining of the small intestine.

The causes of CMI may also be undefined and asymptomatic, save for an apparent failure to thrive on milk-derived formula.

Whatever the underlying cause, CMI can be manifested in infants by a diverse range of symptoms, including those listed in table 1.

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## **Diagnosis**

Given this diverse range of symptoms, all of which could be derived from other causes, and the fact that they vary greatly in severity between individuals, the recognition of CMI in infants is a difficult task. This has led to differences in opinion on the incidence of the syndrome, with estimates varying from 0.3 to 7.5 per cent<sup>4</sup> of infants.

If a doctor suspects CMI, the first step is generally to take a record which will cover the family history of allergy, including the incidence of hay fever, asthma and eczema, and details of the methods of feeding employed, age of onset and type of symptoms.

The most reliable method of diagnosing CMI is by dietary control and challenge. Cow's milk is completely eliminated from the diet whilst monitoring the presence and severity of the symptoms. Then the child is given a single oral "dose" of milk and the recurrence of symptoms is again watched for. Generally, any allergic reaction will recur within 12-14 hours. The elimination and challenge is then repeated to verify the result.

This is a procedure which is best carried out in hospital and is obviously a time-consuming and costly exercise, usually used to diagnose only children with severe symptoms. This means that for large numbers of children whose symptoms may be relatively mild, such investigations are not carried out and the possible link with food is never established. In these cases, the symptoms may be treated separately, without solving the problem at source.

However, interest and knowledge in the subject is on the increase and is reaching the point where members of the medical profession will now consider the possibility of milk

*Continued on p7*



Photo courtesy of Peardouce



# More and more Mothers have made 'A Change for the better'



That's why the comprehensive range of baby care products from UniChem has been so successful. And why we're continuing to introduce new lines to meet mothers' every need.

Our successful range of Baby Pants, Cleansing Roll, Cleansing Puffs, Nappy Liners, Pleated Wool, Cotton Buds, Disposable Nappies and All-in-one Nappies is turning over at an annual rate of **£750,000**.

We are confident that the recent introduction of Baby Powder and Baby Shampoo will take the 1980 sales over **£1,000,000**.

We are advertising them all in "You and Your Baby"—the BMA's official baby book—to make sure that every mother knows the value of the UniChem baby care range. And, to give your sales an extra boost, there's a free voucher book, for the mother, worth up to **£1 off** the products in the UniChem baby range.

Remember, when MUM makes her change for the better, it means extra profits for you.

## UniChem

Unichem Ltd., Crown House, Morden, Surrey SM4 5EF



Instant and convenient  
**Gold Cap S-M-A\***  
concentrated liquid  
the only liquid baby milk available



So accurate to prepare—feeds  
of the right strength can be mixed  
with greater certainty

So simple to mix—just  
dilute with an equal volume of  
previously boiled water

So quick and hygienic to use  
—mixes without mess or fuss  
to make a whole days' feeds  
at one time

Because of its ease and simplicity of use  
**Gold Cap S-M-A\*** concentrated liquid is ideal:

---

For the new mother when she comes home from hospital

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For use on holiday especially when camping or caravanning

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For use when visiting relatives or friends

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For use when travelling

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Whenever mother's time is at a premium

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Breast milk is the preferred feeding for the newborn. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers elect not to breast feed. Professional advice should be followed on matters of infant feeding and the cost of formula considered when deciding how to feed your baby.

**SMA\*** SKIMMED MILK WITH NON MILK FAT **Gold Cap S-M-A\***  
Wyeth Laboratories, Taplow, Maidenhead, Berks. \*trade marks



# MILK INTOLERANCE

*Continued from p4*

intolerance when a baby presents with some of the more easily recognised symptoms listed above, particularly if they are persistent, and if coupled with a family history of allergy.

## Management

Once cow's milk intolerance in young infants is established or suspected, the problem is what to do about it. Clearly the first priority is to remove the source of the problem from the baby's diet. However, this is difficult when a milk-derived infant formula is the sole source of food.

The ideal solution for a young baby is to return to a diet of breast milk but unless "banked" breast milk is available, as in some hospitals, this is impossible if the mother has already abandoned breast feeding.

Where breast milk is not available, an artificial feed which does not contain cow's milk is needed. At the same time, it is vital that an adequate supply of nutrients in an easily digested form is maintained—all the more important if the baby has been suffering from prolonged bouts of vomiting or diarrhoea, preventing the absorption of nutrients. Other factors in the choice of feed are its cost, availability and convenience in use.

One product which meets all these criteria is Wysoy (Wyeth Laboratories), an infant formula based on isolated soya bean protein, free from the components of cow's milk which cause CMI—lactose and cow's milk proteins. It is a complete infant formula and does not require the addition of supplements.

Also available is a range of proprietary special feeds, based either on soya or on hydrolysed milk proteins. Generally these products are only available at hospitals or on prescription, their price precluding over-the-counter purchase. Some require additional supplementation of vitamins for infants, which could pose problems for the mother. These products are usually used under medical supervision.

There has been some publicity attached to the use of goat's milk for infants with CMI, and some mothers have switched to this without taking medical advice, sometimes with dire consequences. Although it may solve the problem of the allergy (and this is by no means certain) it carries with it other risks. It is generally not sterile and infants can suffer from gastrointestinal problems as a result. Also, the nutritional composition is not suitable for the human infant, requiring quite complex modification and supplementation before it is safe.



Photo courtesy Johnson & Johnson

Once a cow's milk avoidance regimen is established, the question of how long it should continue arises. If the diet is being used in the treatment of secondary lactose intolerance, during recovery from gastro-enteritis, it may be curtailed once recovery is complete, and a return made to a milk based feed. If the intolerance is due to allergy to cow's milk proteins or persistent lactose intolerance, a non-milk diet would be maintained for the duration of bottle-feeding and usually up to the age of one year. After weaning, a soya based feed such as Wysoy can still be used in place of cow's milk in drinks and cooking. At the age of 12 months, a child would be "re-challenged" with cow's milk to check whether the intolerance has persisted, before a return to a milk-containing diet is made.

If, on challenge, the intolerance to cow's milk is again manifested, the milk avoidance regimen would be continued. Occasionally, in clear cases

of allergy to milk, it is necessary to maintain the diet for several years, until a challenge test is "passed" and milk can be given.

For the young baby, still on bottle feeds, the elimination of milk is a relatively simple matter, the problem being what to use instead. Now, there are real alternatives, which can be used with safety, without jeopardising the delicate balance of an infant's nutritional status. Perhaps with their increasing use and with growing knowledge in the recognition and treatment of cow's milk intolerance, its management and its outcome can be improved substantially.

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# Girls ha preferred





# ve always pink.

With a current value of over £16 million, the cotton wool market is in the pink. And for Tender Touch, things look even rosier.

The figures prove that the consumer prefers the brand in the bright pink pack to any other. Last year, she bought well over £3 million worth of Tender Touch cotton wool products. And in 1980, she's going to buy 30% more.

Because, in the first place, there's the latest in a successful series of consumer offers being featured on over 1.5 million Tender Touch packs – a unique opportunity for your customers to obtain a 60 ml trial size

Nivea Lotion, the popular facial cleanser, for just 25p.

And in the second place, there's a brand new product in the range – a big-value 200g pack of fast-selling Tender Touch Pleats – which means that there is now a complete range of sizes in Tender Touch Puffs, Pleats, Rolls and of course Cleansing Buds. And that should be more than enough to bring a rosy glow to your sales.

To make sure you're in the pink, talk to your Smith & Nephew Consumer Products representative or telephone Arthur Beech on Welwyn Garden (07073) 25151.



A SMITH & NEPHEW PRODUCT

# tender touch

TRADE MARK



## Chemists 'must react' to keep market share

The increase in birth rate is expected to continue through the eighties with a corresponding increase in demand for babyfoods, now estimated to be worth £96m at rsp. But there are signs that grocers are increasing their share at the expense of chemists.

Heinz estimate that the prepared baby food market will be worth £45 million this year.

Grocers have gained share by reacting positively to the growth in the birthrate. "This is not to say that chemists cannot maintain their share if they also react positively," say Heinz.

Chemists still dominate the market with 59 per cent of sales but the grocery sector has increased its share to 41 per cent from 38 per cent the previous year. To keep their share of the business, chemists must offer a comprehensive range to cover all a baby's needs, Heinz say, enabling mothers to provide interesting and varied menus. Ideally there should be a choice through age (strained foods from about four months, junior from about eight months) and meal occasions (breakfasts, main meals and desserts).

Heinz say their share of the market for the year to July 1980 was just over 60 per cent, the highest for nearly two years and maintaining brand leadership in chemists. During this time, Heinz sales to independents have increased by 26 per cent with jar sales being particularly successful. Recently, the whole range has been given new labels and a fifth variety of yogurt—strawberry—introduced which is the most popular variety in the adult yogurt market and expected to have similar appeal to babies.

Advertising support has reached £800,000 this year and the new television campaign which began in September will continue throughout the year in most of the UK. There will be continuous advertising in women's, parent's and medical magazines and baby annuals, emphasising that the foods are additive-free. The campaign in Asian newspapers and cinemas will continue and Heinz have a guide to infant feeding printed in five Asian languages. Trial coupons and literature are given away in the Bounty bag.

Cow & Gate stress that, although they are extending distribution of their baby meals and milks into grocers, they are "in no way deserting independent chemists."

There will still be trade promotions specifically for pharmacies, a spokesman said, but details could not be disclosed because the company is still negotiating with buyers from grocery outlets and hence has not finalised its promotional plans. He added that the baby food market was one of the few growth areas in foods at present, which had led the more progressive grocery chains to develop this sector of their business.

The company also believes mothers are preferring not to dissociate babyfoods from foods for the rest of the family; hence they like to do their "Friday night shopping" in one visit to a supermarket.

Cow & Gate estimate the total market for baby milks, meals, rusks, syrups and cereals to be worth £96m



Photo courtesy Robinson's Baby Foods

in 1980, a 20 per cent growth over the previous year. This company claims to be the largest in the babyfood market with a 21.5 per cent sterling share. In independent chemists they claim a 26 per cent share of milks, meals, rusks and syrups.

Robinson's Baby Foods, who put a more conservative estimate of £36m on the baby food market, say that dry baby food will have captured a 43 per cent share by the end of 1980, an increase in sales of 50 per cent in the past three years.

Robinson's have just introduced a new range of gluten-free fruit and vegetable cereals. The fruit varieties are naturally sweet with no added sugar. There are six varieties all with rice cereal—apple, pear, strawberry, banana, pea and carrot and mixed vegetables.

The delicate flavours are a "gentle introduction" to new tastes and textures for young babies used only to milk. Once the baby is enjoying these fruit and vegetable cereals, the Robinson's baby food 1 mini-meals can be introduced alongside to give a fuller and more varied diet and slightly stronger flavours. The new cereals are also said to be ideal for older babies at breakfast and tea-time.

The launch is being supported by advertising in health visitor journals and consumer magazines and there will be sampling throughout the UK.

## Rusks expansion

Farley Health Products predict that the rusks market will expand by 15 per cent over the next five years. They estimate the market to be worth £8.3m, nearly £3m going through pharmacies where Farley's rusks claim an 80 per cent share.


The company has been "delighted" with the response to the two "golden discs of goodness" television commercials and is introducing new POS material, including shelf strips and till stickers, on the same theme. Promotional support for Farley's rusks is expected to reach £1m this year. The next national television campaign breaks in January 1981 and there will also be advertising in the specialist motherhood Press. The current on-pack offer for an alphabet wall chart continues until the end of the year.

Milupa say their three latest varieties of infant foods introduced in May have been "very successful," with the planned sell-in for the whole year sold out only four weeks after the

*Continued on p13*



# Chances are you've seen more of our mums than anybody else's.



Heinz mums are responsible for buying 52% of all the babyfoods sold in independent chemists.\* That's why Heinz babyfood sells nearly three times as much product as its nearest competitor.

It could be to do with the fact that Heinz maintain continuous TV advertising, with year round support in women's magazines and specialist mother publications, or that we have the biggest advertising budget in the market.

And it could be to do with the fact that Heinz offer the largest range of babyfoods in cans and jars, including our new unique Baby Yogurts.

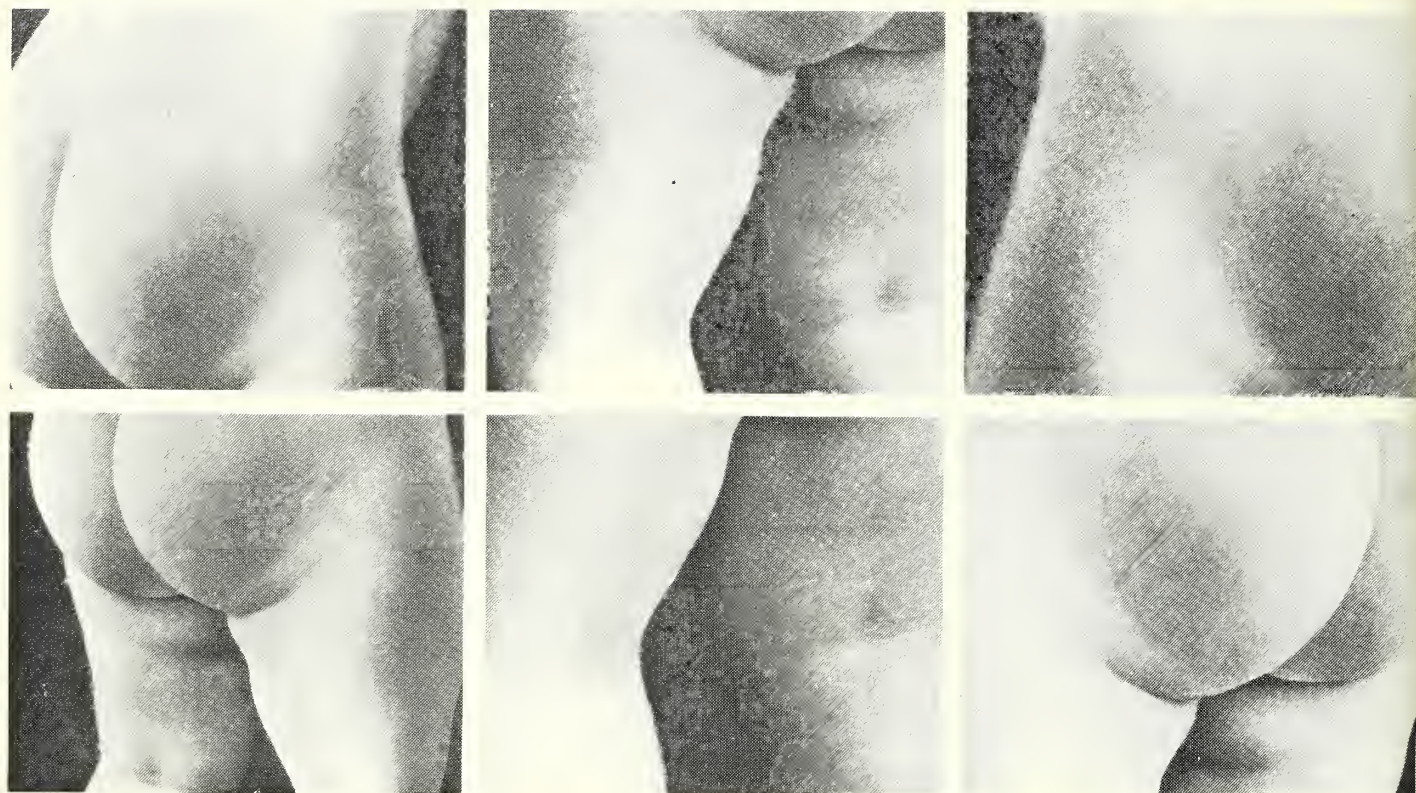
Certainly, the new upward birthrate, and increased consumption of prepared babyfoods, are going to bring a lot more Heinz mums into your shop.

And they'll want one thing. The goodness of Heinz.

**Heinz**  
Real meals for babies.

\*Independent audit





# Have you a tender spot for Metanium?

Some nappy rash products soothe.  
Others protect.  
Metanium is specially formulated to do both.  
Metanium contains a silicone base. This acts as a water barrier to protect the baby's sensitive skin.  
It also contains the right balance of

titanium salts to absorb urine and promote rapid healing.  
Because Metanium has been clinically shown to be an exceptionally successful treatment for nappy rash, it is widely recommended by health visitors.  
They've got a soft spot for it.  
Your spot for Metanium is on your shelf.



## \*Metanium

Titanium dioxide 20%, titanium peroxide 5%, titanium salicylate 3%, titanium tannate 0.1%, in a siliconised paraffin base.

## for Nappy Rash.



\*Metanium is a trade mark. P.L. No. 0102/5012

For further information send to Dept. L11, Bengue & Co. Limited, St. Ives House, Maidenhead, Berks.



# BABYFOODS

## Baby milks market stays fairly static

Despite the increase in births, the infant milks market—estimated by Farley Health Products to be worth £15m at rrp in chemists—is almost static because of the growing trend to breast feeding.

Ninety five per cent of births occur in hospital. Farley say that of these mothers, 63 per cent breast feed their babies at birth, the proportion falling to 50 per cent after four weeks and 33 per cent after eight weeks.

Latest figures from Wyeth suggest that up to 80 per cent of mothers breast feed their babies in hospital compared with only about 20 per cent 10 years ago, but they agree that the number breast feeding falls off to about 50 per cent within four weeks. This trend to breast feeding has been reflected in their hospital sales of ready to feed milks—down 1½ per cent compared with a year ago.

Wyeth still claim brand leadership with the SMA range accounting for a 43 per cent value and 41 per cent volume share. Total sales of the range have trebled in the past six years and the company has recently completed a £2m plant extension at Havant to cope with increasing demand.

The company's baby milk promotion is directed towards professional staff such as midwives, health visitors and occasionally general practitioners. Wysoy (see p7) is being advertised in professional journals such as *Clinical Allergy* and journals



New labels for the Heinz range

aimed at paediatricians; general practitioners are being made aware of the incidence of cow's milk intolerance by means of a "launch letter." A film, using James Burke as presenter, is available for showing to health visitors, senior ward sisters, etc.

Mr Hugh Vosper, group products manager, nutritionals division, told C&D that Wysoy is being recommended to hospitals as an alternative to Gold Cap SMA for babies intolerant to cow's milk when their mothers are unable to breast feed. Wyeth are hoping to

encourage obstetricians to identify babies most at risk when they interview mothers on admission; those mothers with a history of allergy are the most likely to produce infants of similar disposition who could be given Wysoy from the start.

Mr Vosper said that "although there is nothing to stop grocers selling Wysoy", it is likely to remain a chemist product. Application has been made to the Advisory Committee on Borderline Substances for the milk to be available on NHS prescription. ■

## Chemists 'must react'

*Continued from p10*

launch, plus another 33 per cent on top of that. As a back up to this sell-in, the sampling carried out by the company has been increased by 50 per cent, being concentrated on these three new varieties—oat breakfast cereal, oat breakfast cereal with apple, and granulated rusk with mixed fruit. Advertisements will continue in the medical and mother Press. The popularity of the granulated rusk with mixed fruit is bearing out Milupa's theory that "mums wanted more variety in rusks."

Following the re-launch of Sister Luras food for babies and the successful introduction of Sister Luras finest ground muesli, the company has recently introduced bran biscuits and malted oatmeal cereal. Bran biscuits are intended for children from nine months onwards and the malted oatmeal cereal

for children from about four months to four years. Advertising in mother and baby magazines features the complete Sister Luras range of four products.

## Addresses

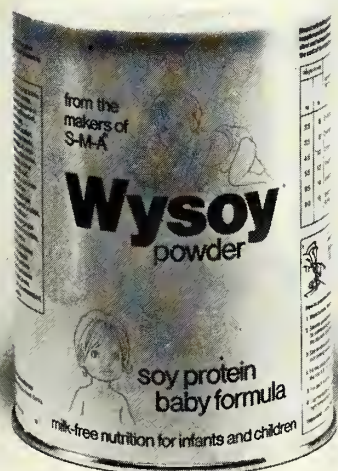
Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts BA14 8HZ.  
Farley Health Products Ltd, Torr Lane, Plymouth, Devon PL3 5UA.

H. J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex.

Milupa Ltd, Western House, Hercies Road, Hillingdon, Middlesex  
Robinson's Baby Foods, Reckitt & Colman Products Ltd, Dansom Lane, Hull.

Sister Luras Infant & Invalid Food Co Ltd, Springfield Works, Bishopbriggs, Glasgow, distributors Radiol Chemicals Ltd, Stepfield, Witham, Essex.

Wyeth Laboratories, Taplow, Maidenhead, Berks. ■





# New Super Robinson's will make the dry baby food market grow Naturally.

In the last three years, the dry baby food market has expanded at a rate of some 75 per cent in real value. And Robinson's has had quite a lot to do with it. We're clearly the fastest-selling baby food per shelf foot. So when we bring out a new range of Super Cereals, you know they're going to sell just as fast. Naturally.

They're made with natural fruit and vegetables in six different varieties. We've added no extra sugar, just iron and vitamins. They're all completely gluten-free, too. Perfect for young and older babies, complementing Robinson's Baby Food 1 and 2, and the standard cereals.

And since Robinson's Super Cereals are supported by national press and national sampling, you can be absolutely sure they'll keep the market growing. As fast as any baby.









# DISPOSABLES

## A combined effort to expand the market



Photo courtesy of Peaudouce

The disposable nappy market is growing rapidly, helped now by a surge of public relations activity from the Disposable Baby Napkin Manufacturers Association.

Members of this trade association are pooling their resources to correct the poor Press that disposable nappies have had in the past; by collective research they are attempting to prove the consumer benefits of their products.

The members include Colgate-Palmolive, Lilia-White, Lewis Woolf Griptight, Modo Consumer Products and Robinsons of Chesterfield.

By the end of 1980 the disposable nappy market will be worth about £40m at *rsp*, according to Robinsons of Chesterfield. The first half of this year has seen a volume growth of 14.4 per cent within chemists, a sterling increase of 42.5 per cent. The company estimates that the chemist and drug store share is about 70 per cent.

The market is now clearly divided into two types—the rectangular inserts, worn with a separate plastic pant, and the all-in-ones. The two piece nappies outsell the others about 60:40.

Colgate-Palmolive say that Curity Snugglers account for 95 per cent of sales of one-piece disposables; at the beginning of 1980 the brand had a 34 per cent volume share of the whole market and a 60 per cent value share which has since grown to 62 per cent.

Most Snugglers' sales go through pharmacies. In 1980 £1m is being spent on advertising, including national television coverage and local radio promotions. In addition, a sampling and couponing operation will place some four million samples and £400,000 worth of coupons into the hands of new and expectant mothers.

Robinsons say that while there has been strong growth in the all-in-one sector, consumer demand for their insert nappies Paddi Pads and Babettes remains constant largely because they are excellent value for money, a factor that becomes increasingly important in inflationary times.

These two brands are said to account for half the sales in the insert sector. Robinsons attribute some of this success to their active programme of television and Press advertising, consumer promotions and trade activity.

The national television campaign for Paddi Cosifits—the new all-in-one disposable—will be on the air until the end of November. The campaign is backed with sampling and coupon distribution.

Robinsons also produce a series of

information leaflets as part of the promotional programme of the disposable nappy information service.

The Lilia-White brand, Golden Babe Bambi, is said to hold a 20 per cent market share with its main strength in chemists. Following a "highly successful" on-pack offer of child's tea sets, the company intends to continue with more on-pack offers in 1981.

Modo Consumer Products, manufacturers of the Tufty Tails brand, are launching a major drive to build up sales through chemists.

The brand is already strong in multiples and now, through the newly-formed Sangers Agencies, the company aims to increase distribution to independents who currently account for nearly 60 per cent of chemist disposable nappy sales.

"By joining forces with Sangers Agencies chemist salesforce", explains Modo's sales and marketing director, Derek Dix, "we expect to make major gains in stockists and sales. We also expect that more chemists will benefit by adopting an approach that enables them to cover the full potential of this rapidly growing market".

Tufty Tails is claimed to be the only brand to increase its share in chemists in 1979. In multiples Tufty Tails was second brand overall (next to Snugglers) and the leading two-piece brand even with less than half the distribution of most other brands.

Peaudouce, who claim brand leadership in the French disposable nappy market, are currently running a television campaign in the London, Southern, Granada and Yorkshire television areas. Their all-in-one Babyslips, launched in March, have a double quilted lining, elasticated legs and are contoured to the baby's shape. There is a choice of four sizes at the same retail price. (See photo).

The company says it is now poised for a "major distribution drive" in London, the south and Anglia.

### Addresses

Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.

Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.

Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham 29.

Modo Consumer Products Ltd, Modo House, Chichester Street, Chester.

Peaudouce UK Ltd, 827 High Road, North Finchley, London N12 8PR.

Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield. ■



# Sudocrem

## ANTISEPTIC HEALING CREAM



FOR NAPKIN RASH...

HIGHLY SUCCESSFUL LAUNCH

IN NORTH WEST...STOP

SUDOCREM NOW GOING NATIONAL...

ONLY BEING SOLD INTO PHARMACIES...STOP

FULL PROMOTIONAL PROGRAMME...

PROFESSIONAL AND BABY PUBLICATIONS —

POINT OF SALE —

RECOMMENDER SUPPORT —

HEALTH CARE EXHIBITIONS...STOP

ORDER TODAY

Indications:  
Nappy Rash, Eczema, Bedsores, Minor  
Burns, Acne, Chilblains, Surface Wounds  
and Sunburn.  
Active ingredients:  
Zinc Oxide Eur.P. 15.25%, Lanolin

(Hypo-allergenic) 4.00%, Benzyl Benzoate  
B.P. 1.01%, Benzyl Cinnamate 0.15%  
Benzyl Alcohol B.P. 0.39%.  
Dosage and Administration:  
Applied in a thin layer with suitable

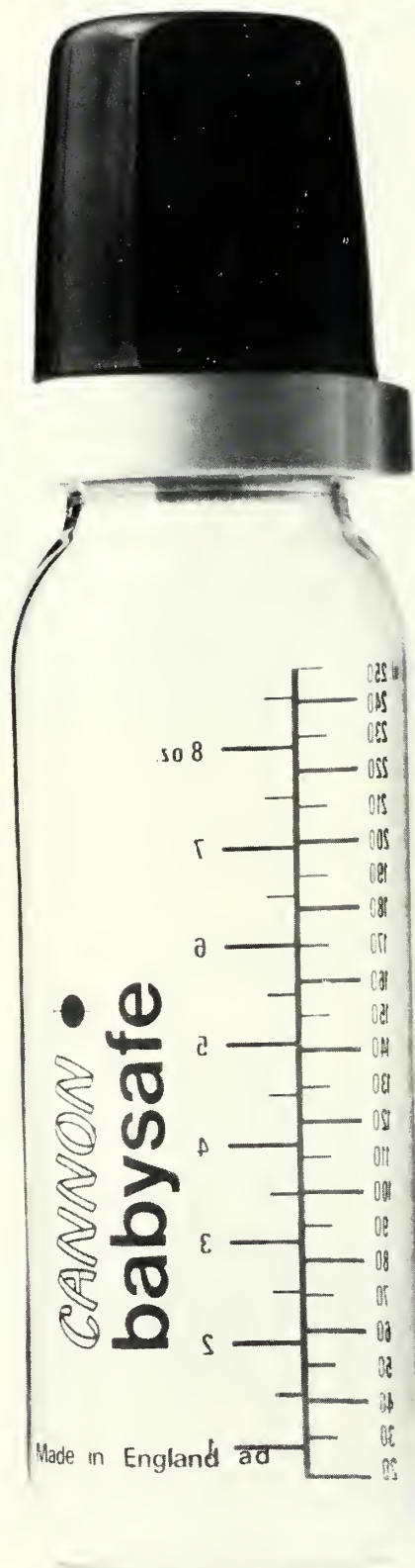
covering, where necessary. Renew  
application as required.  
Contra Indications, Warnings etc.:  
Keep out of the eyes.  
Pharmaceutical Precautions: None.  
Legal Category: General Sale List.

Package Quantities: 65g, 125g, 325g.  
Further Information: None.  
Product Licence No.: 3430/0001.

**TOSARA PRODUCTS (UK) LTD**  
59 Crosby Road North LIVERPOOL



# 'babysafe'



A lot's been happening at Cannon **babysafe** recently. To begin with we've added four new items to an already successful range of Cannon **babysafe** products. Now together with the award winning bottle and teat, compact sterilizer unit and mixing jug you can offer your customers sterilizer granules, two new safety soothers and a revolutionary designed feeding bottle brush.

## New distribution arrangements.

And to cap it all Cannon **babysafe** has embarked upon a policy of direct distribution selling exclusively to you, the chemist trade.\*

One of our representatives will be calling on you in the near future but should you have an immediate requirement don't hesitate to call us—direct.

\*This does not apply to Northern Ireland where distribution remains with J. Dougherty & Sons, Corner House, Bellaghy, County Londonderry, N. Ireland. Tel: Bellaghy 211.

A smooth necked bottle made in extra strong polycarbonate and virtually unbreakable. The teat is genuinely anti-colic—a fact attributed to its non-collapsible design in a flow-rate range of 2, 3, and 4 holes.

The box contains 30 sachets (one month's supply) of pre-measured sterilizer granules



An all rubber one piece British standard soother



A ventilated soother incorporating perforations for super-safety, also to British standard.



Long handled feeding bottle brush specially shaped for thorough cleaning and featuring a device for cleaning teats.

**CANNON** ● **babysafe**  
We take more care

Cannon Rubber Ltd., Ashley Road, Tottenham, London N17 9LH. Tel: 01-808 6261.



# PRODUCT REVIEW

## A 'one stop shop' for baby accessories



£0.25 to a maximum of £5—"prices within the reach of all new mothers," according to Mr Tollman, who believes that the baby accessories market is a very emotional one, in which impulse purchases play a major part. If the mother comes in for a feeder the chances are she will go out also with a rattle, providing the items are attractively displayed.

Dantoll are planning dealer incentives, with advertising and consumer promotions expected for when distribution in pharmacies is well established. In the UK the range has previously been available only through department stores, mail order and a few pharmacies. *Dantoll Ltd, 15 Leathermarket, London SE1 3EZ. Devoncare Ltd, 99 Robin Hood Lane, Hall Green, Birmingham B28 0JG.* ■

Some items from the Chicco range. Above left is a graduated spoon bottle in which food can be warmed and then squeezed onto the spoon

A "one stop shop" for both customer and retailer is now being offered in the baby accessories field by Dantoll Ltd.

They are distributing, through Devoncare Ltd, the Chicco range which is claimed to be the largest and most comprehensive range of baby accessories in the world.

Devoncare, who are already major suppliers of hair care products to pharmacies, will merchandise and service the accounts through their existing chemists' sales force.

"Previously chemists had to deal with half a dozen different suppliers in order to obtain the range we offer," says Steve Tollman, a director of Dantoll. "Independents in particular will now find it useful to have one account and one representative providing a full nursery department in 2½ sq ft of floor space."

The Chicco range, which includes about 600 items from feeding equipment through to toys and larger nursery goods, is made in Italy and distributed in 120 countries where, according to Mr Tollman, it is brand leader in a great many. Initially some 200 items are being handled in the UK.

All the items conform to the Toys (Safety) Regulations 1974 or the relevant British Standards where necessary.

For a cost price of about £255, Dantoll are offering chemists a stand holding bottles and other feeding

equipment, teething aids, rattles, safety scissors, brush and comb sets, first toys and hygiene equipment such as potties. The mark-up is 50 per cent for which there is no minimum order but the carriage paid minimum is £50. Orders can be sent direct to Dantoll who offer to turn them round within 48 hours, or via Devoncare representatives who will replace the items sold from the stand "on a regular basis."

The items will sell from around





# PRODUCT REVIEW

## Cannon embark on programme of innovation

Cannon Rubber Ltd are embarking on a programme of new product introductions, the latest being a polypropylene brush with nylon bristles for cleaning bottles. The brush has a teat scraper blade at the handle end which is shaped to the internal dimensions of the teat (*C&D*, October 4, p539).

At the beginning of this month the company changed to a direct distribution sales policy exclusively to pharmacies. "Strong advertising campaigns" and special promotions such as a free extra teat, are expected to continue. Together with Farley Health Products, the company has sponsored Dr Eric Trimmer's cartoon-style book, "The first year."

Mr Robert Atkin, managing director, comments that sales of quality baby goods do not appear to be affected, despite the current economic climate. "In fact sales of our Babysafe range are significantly up," he says. "This is partly due to the fact that many new mothers these days have been career girls until just before the baby's birth and are, therefore, more affluent and selective in their choice of purchases. But in addition, on reviewing the birth rates over a long period it shows, surprisingly, that in times of recession there is often an upturn in the birth rate. I do not know the socio-economic reason for this, but what it does mean is that those in the essential babygoods market have a virtually recession-proof commodity"

Cannon are convinced that 1980/



81 will prove to be a successful year and have invested several millions of pounds in feeding bottle technology. They now use laser beams to pierce the holes in teats to give more accurate flow rates. *Cannon Rubber Ltd, Ashley Road, Tottenham, London.* ■

## Now being sampled to new mothers . . .

The following samples are currently being distributed in the Bounty bag for new mothers: 5 Curity Snugglers (plus 20p voucher), full-size dispenser Wet Ones for baby, sachet Johnson's baby bath, small pack Johnson's baby powder, 5 Johnson's one-way liners, sachet Johnson's baby lotion, sample tube Savlon baby cream, small sample Delrosa orange, Liga rusk (plus 10p voucher), Heinz 7p voucher, small tube Colgate dental cream & money-off coupon (only to mothers with older children),

6 Simpla sterilising tablets, plus literature from Dentinox and "The Bounty baby book".

Mothers with other children receive a Bounty bag with similar contents plus a book entitled "Toddler's progress." The content of both bags can vary from one area health authority to another. In areas where hospitals will not allow distribution, the bags are sometimes made available through post-natal clinics so over 85 per cent of new mothers are reached.

The Bounty mother-to-be sampling service, launched just over a year ago, has recently increased its value with extra samples and money-off coupons. Cards enabling mothers to send away for this pre-natal pack are distributed to ante-natal clinics by the Bounty sales force. The mother completes the pre-paid card with details of her name and address, plus the baby's expected date and place of birth. By return of post she receives her free Bounty bag containing free samples of Curity Snugglers, Robinsons' nursing breast pads, a small tube of Maws Supple ante-natal cream, a small tube of Sudocrem, sachets of Milupa baby food plus money-off coupons for Johnson's baby powder and Snugglers. *Bounty Services Ltd, Diss, Norfolk.* ■

## An American range of accessories

Baba Marketing Ltd are distributing Kiddie Products, an American range of accessories, including bibs, pants, feeding equipment and toys. *Baba Marketing Ltd, 571 Green Lanes, London N8.* ■

# it pays to be soft

Little teeth need care and protection. The care and protection that only Dentinox fluoride toothpaste can give. Gentle, fruit-flavoured Dentinox contains no harsh abrasives or sugar, and it's so mild it can be swallowed with safety. A message that mothers everywhere will be reading in advertisements in the Mother press.



Dendron Ltd.,  
94 Rickmansworth  
Road, Watford, Herts  
WD1 7JJ. Tel (0923) 29251.

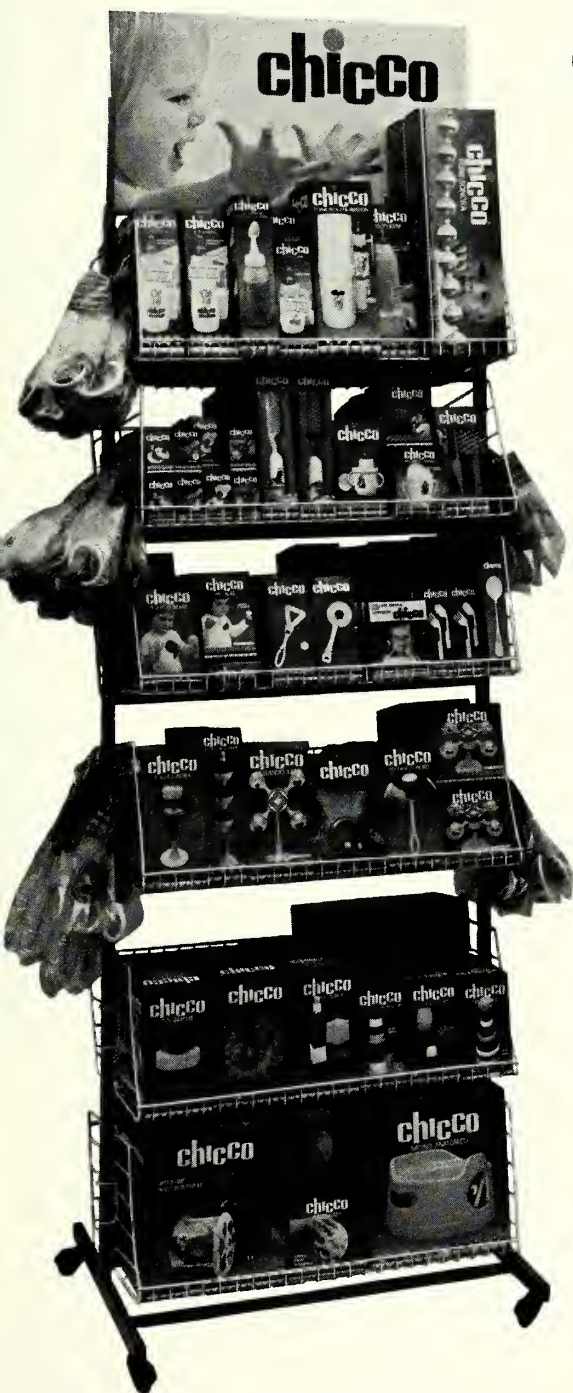
RECOMMEND DENTINOX FLUORIDE TOOTHPASTE

TO CARE FOR THOSE DELICATE MILK TEETH.



# An invitation from Dantoll Limited

## Get your teeth into these easy profits!



Here's your chance to cash in on Britain's Baby Boom—with Chicco, the world's most comprehensive range of feeding bottles and feeding equipment, cot and pram accessories, rattles and teethers, first toys, potties and hygiene products. Today Chicco sells in more than 100 countries—**instantly!**

**No one makes it easier for Mum to choose** Dantoll Ltd., sole UK distributors of Chicco products, have joined forces with Devoncure Ltd., your suppliers of the well-known Comfy haircare range. Between us we bring you Chicco: everything you need for your Baby Department, everything your customers need for their babies. We give you a neat eye-catching, free-standing dispenser carrying the full Chicco range, each item brilliantly packaged for maximum point-of-sale impact. Chicco is impossible to miss, irresistible to mothers—and the suggested mark-up is 50 per cent!



### £25-worth of Chicco—FREE!

Order a free-standing dispenser from your Devoncure representative and you'll receive a smart mini counter stand stocked with an assortment of 26 de luxe best-selling Rattle Teethers worth £25.74 **ABSOLUTELY FREE.**

Chicco means big business in the Baby Market—and it's backed by Devoncure, one of the best merchandising services in Britain.

Your Free-standing Baby Department needs only 26in x 16in of floor space, yet the six-shelf Chicco dispenser carries the full Chicco range of products. It's compact, compelling,—and free! Dantoll Limited, 15-16 Leathermarket Street, London SE1.

Fill in the coupon: we'll be straight round to see you!

To: Dantoll Ltd., 15-16 Leathermarket Street, London SE1.

**Yes, I'd like to install a Chicco Baby Department. Rush me further details.**

Name \_\_\_\_\_ Position \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Tel No. \_\_\_\_\_



# Predictor will give you more positive results.

More women prefer to buy a home pregnancy test with a name they recognize and a good reputation.

Predictor was the first home pregnancy test on the market and, thanks to nine years' authoritative advertising, its name is well known, its reputation firmly established.

Predictor is also the simplest test to use. No two-stage method. Just one, simple, straightforward test women use 8 days after their period should have started.

Predictor works positively and that's the way it sells.

## **Predictor. The test that's not a trial.**

NB. Predictor is accurate in 98% of cases. Predictor: Chefaro Proprietaries Ltd., Crown House, London Road, Morden, Surrey SM4 5DZ. 01-542 3402.





# PRODUCT REVIEW

## Advice to 'keep baby pant stocks high'

Hellane Manufacturing Ltd advise chemists to "keep baby pant stocks high" as mothers still find it more economical to use terry nappies with baby pants and 90 per cent claim to use them most of the time. Hellane believe that the heavy promotion of disposables during 1980 has increased usage but only on an occasional basis.

One direct benefit to Hellane of this advertising has been to increase the demand for the more traditional Swedish style nappies which require snap-on baby pants to hold them. Sales



Playtime pants

of the re-designed Helena snap-ons introduced this year have increased by 18 per cent.

Hellane's research suggests that pull-on pants still account for 60 per cent of the pant market which is worth £8m per annum at rsp. The average price of Helena pull-on pants is only slightly more than the cheapest all-in-one disposable which is used once. This, and the fact that most new mothers are given terry nappies as presents, "has been well appreciated by generations of mums who have not accepted disposables as an economic daily requirement for their babies."

During September a new range of baby pants, Playtime, was introduced

with nursery designs printed on a 20 denier nylon cover over a PVC base. Each is individually packed in a printed clear view bag and there are 12 assorted to a counter display unit. Initially large size is available and there are three different designs. This autumn babygowns and baby stretchsuits will be introduced to complement the baby dress and pants sets launched in July. *Hellane Manufacturing Ltd, Burdett House, New Bridge Street, London EC4V 6BE.* ■

## LRC confident on market prospects

If the sales of baby pants are any barometer for the state of the baby care market, chemists can feel confident about prospects for 1981. This is the view of LRC Products, manufacturer of Marigold baby pants, who have again recorded strong growth in their sales this year.

Growth in volume sales of Snappies reached 17 per cent in the 12 months to August 1980, the company reports. "With money becoming tighter, mothers are increasingly turning to products that will last. Our snap-on pants are high-quality, hard wearing products and represent 'value for money'," says LRC marketing manager Mike Broadbridge. Marigold Snappies now account for more than one in every five snap-on pants sold.

The snap-on pants sector represents 25 per cent of all baby pants sold and as they are used mainly for babies under 18 months old, increased sales can be expected this year as a result of more babies being born. Marigold Snappies can be used with either towelling or disposable nappies; large

and extra large are the most popular sizes, accounting for two-thirds of all Snappies sales.

Pull-on pants are more suited to older babies and, because they are used over a wider age range, cover a larger market at a lower unit price. As a result, this sector occupies 70 per cent of the total baby pants market and is estimated by LRC to be worth £10m at rsp.

Marigold Threesome is a pack containing three pairs of either large or extra large pull-on pants, generously cut to accommodate terry towelling nappies. LRC recommend that chemists stock twice as many of these kinds of pants as snap-ons, in line with their relative demands by customers.

The total market for baby pants of all types presently stands at £14.5m (rsp), with 30 per cent of all sales going through chemists.

Among other LRC products, Woodward's gripe water is still claimed brand leader in the £2m carminative market. *LRC Products Ltd, Sanitas House, Stockwell Green, London.* ■

## Trimster additions

Trimster are introducing a cream "frilly" pant in large and extra large to their range (£1.79). It will be bracketed with the luxury covered "scalloped frilly" which is made only in white.

The company has also developed a range of bibs, feeders and baby pants in demin. Examples (below) are a small bib (£0.89), large denim towelling feeder (£1.99) and denim pant (£1.49).

Over 4,000 independent chemists have display stands showing the range and Trimster now export to 52 countries. *Trimster Co Ltd, Portland Road, Dorking, Surrey RH4 1EW.* ■





# PRODUCT REVIEW

## Healthy prospects in baby toiletries sector

Chemists have about 60 per cent of total baby toiletries sales, according to Johnson & Johnson who will continue to support the baby usage of their products with "heavy marketing investment".

They say that most baby markets are growing in volume by around 6 per cent a year as a result of the expanding birth rate, so the baby sectors of the toiletries market are healthy in sales terms. The adult toiletries markets remain highly competitive and are likely to be static in volume terms throughout 1981.

Johnson's baby powder, baby lotion and baby shampoo are claimed brand leaders in both adult and baby markets so the company believes chemists will achieve increased sales by dual placement of these products. Johnson's cotton buds are brand leaders in both

baby and adult markets and Johnson & Johnson have developed a new adult packet to "boost the cosmetic appeal".

"Extensive support" is planned for all brands in the baby product range during 1981, and there will be a continuation of the television campaigns that have produced sales increases on all brands this year.

The company has launched a Johnson's baby gift box (£5.99) containing one of each of the nine products, packed in a vacuum-formed inner tray which can be converted into a "bathtime tidy tray". It contains 20 nappy liners, 20 cotton buds, 120ml baby bath, 135ml oil, 120ml lotion, 45g cream, standard size soap, 75ml shampoo and a 99g powder. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

## Sampling for Delrosa and Wet Ones

The baby syrups and juices market is estimated to be worth £7½ m at rsp, according to Sterling Health. This figure represents a volume growth of 3 per cent during 1979.

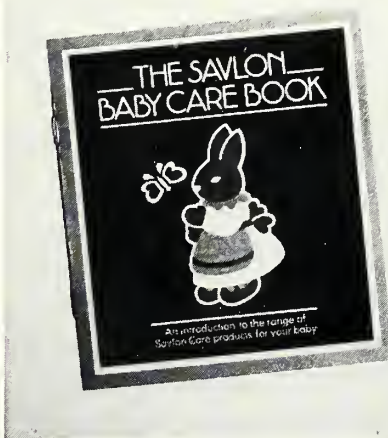
Delrosa baby syrups have experienced a volume growth of over 33 per cent so far this year, resulting in a current brand share of 56 per cent, the company says. Over 70 per cent of Delrosa sales are through chemists.

The brand is being supported with sampling to over 600,000 mothers across the year and full-page colour advertisements in the leading baby annuals. The "Baby savers club" promotion is currently featured on-pack and will run until the end of the year. The promotion, now in its fifth year, offers a wide range of popular baby items at reduced prices. Over 16,000 items have been supplied to date. All promotional activity for Delrosa is being supported with display material available from company representatives.

The introduction of Wet Ones for baby in January has formed a new and growing market, and excellent levels of distribution have been achieved in all sectors of the pharmacy trade, says the company. Research has shown a

high level of repeat purchase and the larger size is becoming increasingly popular. The latest promotion, offering 25 per cent extra free wipes on both pack sizes, is available until the end of October, supported by display material.

"Substantially increased expenditure" is planned for 1981 on above-the-line activities. The sampling scheme through Bounty, which the company believes is one of the most effective methods of reaching mothers, will also be continued along with promotional support. *Sterling Health, Surbiton, Surrey KT6 4PH.* ■



A leaflet from Care Laboratories Ltd explaining the Savlon range



## Wellcome's gain

Calpol appears to be gaining share at the expense of tablet formulations, say Wellcome Foundation Ltd. The product claims 70 per cent by volume of the market sector defined loosely as liquid painkillers. The company expects that the trend will continue towards using a liquid paracetamol instead of tablets for young children.

Drapolene is said to hold a 35 per cent share of the medicated creams sector of the babycare market and is increasing. New point of sale material (above) is being distributed via representatives. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent.* ■

## Sudocrem support

Sudocrem is being promoted in hospitals, to health care professionals and to general practitioners with continuous advertising in professional and nursing journals. It is being promoted to mothers through the Bounty bag and with full colour advertising in leading baby annuals. First introduced in the north west three years ago, Sudocrem became available nationally this year. *Tosara Products (UK) Ltd, 59 Crosby Road North, Liverpool L22 4QD.* ■

## Anbesol in Press

Advertising for Anbesol for teething pains will continue in home interest and womens' magazines such as *Parents* and *Mother*. *International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET.* ■



# PRODUCT REVIEW

## 'Please be patient', say Sellaway

Sellaway first entered the baby-care market earlier this year, launching several different types of nappy liners aimed at the expanding "value-for-money" sector of the market. Included were brands such as Budget-care, Star-value and Softkins.

Sellaway had previously been involved—and still are—in supply of own-brand nappy liners to several major groups. The business increased by "leaps and bounds"; Sellaway decided the time was right to market the product and some additional baby-care items under their own house name. After studying the market as a whole, Sellaway decided that within the value-for-money sector in which they were concentrating, the area of accessories, teething, bibs and rattles was not fully covered by existing brands.

Sales so far have exceeded all expectations, and Sellaway's message to the "hundreds of chemists" that have contacted them direct after reading about the new range in *C&D* is: "Please be patient, especially if you are a long way out of London. We are in the process of setting up nationwide distribution and will contact you to let you know the details as soon as we know them ourselves."

New product plans for 1981 include baby talc, oil, lotion and shampoo, a range of pre-school toys and a baby-care gift set for next Christmas. Promotional plans for next year include a 200-pack nappy liner to sell at £0.99, a free children's cassette mail-in offer on the accessory packs, plus incentives for the trade including free stock and a chance to win a case of champagne. *Sellaway Ltd, 23 Union Road, Croydon CR0 2XU.* ■

## Market growing for home pregnancy tests

The new counter display material for Predictor pregnancy testing kits is designed to be more "consumer orientated" to capitalise on an expanding market. The aim is to lessen the embarrassment surrounding such products and Chefaro say there is a growing acceptance of home pregnancy testing among both doctors and the public.

The display unit holds 15 kits and

bonuses are offered through the company representatives. Window stickers and counter leaflets are available and year round advertising is appearing in *Honey*, *Look Now*, *19*, *Cosmopolitan* and all the IPC women's magazines. *Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey SM4 5DZ.* ■

## Accent on steriliser

Maws will continue to support their products with advertisements in national

magazines and the specialist Press during the remainder of 1980 and next year. The sterilising unit is featured in particular.

Maws claim brand leadership with both feeding bottles and teats. The new screw-on trainer cap, which converts a teat feeding bottle into a trainer cup, is included free in the Simpla feeding bottle set containing two 8oz bottles and one 4oz bottle, all in polycarbonate, plus teat, cap, cover and disc. *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.* ■

**MILUPA  
INFANT FOODS  
NOW IN SMALL  
PACKS  
TOO!**

**NEW**

We would like to introduce our new baby—the small Introductory Pack of Milupa Infant Foods.

Our new baby is specially designed to give your customer's baby an ideal way of trying out the delicious varieties of Milupa Infant Foods before mum buys a larger, standard pack. The new 40 gram

Introductory Packs contain up to 4 servings. They're available in most of the Milupa varieties from your local wholesaler.

**Ask your Milupa representative now, or contact us for details of these new packs.**

**milupa®**

Sales Dept. CDI, Western House, Hercies Road, Hillingdon, Middlesex UB10 9NA.



# PRODUCT REVIEW

## New roles for cotton wool

Smith and Nephew say that the cotton wool market has grown "phenomenally" over the past five years and is now worth £18m per annum at *rsp.* They believe it is an area in which Tender Touch can make further impact by establishing new usage habits.

The company has recently conducted research into the buying and usage patterns of cotton wool. Primary usage is still for babies and the roll is still the most popular form. However, cotton wool bought for the baby often provides a source for the entire household. Though puffs and pleats were recognised as more convenient for cosmetic purposes, most people used whatever cotton wool was at home.

"Value for money was important though it was very interesting to note that most of our respondents could not say how much they paid for their

cotton wool. It had not occurred to them that cotton wool was one of their least expensive items which lasts a long time", says Nick Spring, brand manager for Tender Touch. "Some people even regarded cotton wool puffs as an 'indulgence' and did not seem to realise that they could afford to buy the more convenient form of cotton wool—pleats or puffs—as alternatives to the roll and still get good value."

## Testers liked

Multiple chemists and supermarkets were regarded as good places to buy but independent chemists were seen to be more expensive. The research panel particularly mentioned that they liked the choice offered in the multiples and the availability of testers.

Most people kept their cotton wool out of sight although most liked coloured tissues in decorated boxes that were not put away. Nick Spring believes cotton wool could take over many of the present uses of tissues.

According to the consumer panels,

packaging for cotton wool needs to be functional though the style could be improved, particularly for rolls, to facilitate tearing off convenient pieces.

Although now described as "cleansing wool" all Tender Touch products were immediately recognised as "cotton wool" and Nick Spring explains that the new description is one of the early stages in repositioning these products to develop wider usage for both baby care, and cosmetic and skin care for adults. "We are now taking steps to develop greater awareness of the value for money represented by the different types of products—particularly pleats and puffs, and their convenience aspects. Though our packaging gives us a strong cosmetic emphasis it is still clear that the roll is seen as being mainly for baby care or general household usage. We want to break out of the area of limited use of cotton wool and develop new usage patterns with new, good value cleansing wool products—though we anticipate that this will take some time". *Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.* ■

**NEW**

## BABA PRESENTS a NEW RANGE of BABY PRODUCTS

\*Over 200 Items

\*Eye-Appeal  
Packaging

\*Competitive  
Prices

\*Good Profit  
Margin



For descriptive Brochure and Price List contact the sole distributors for the U.K:

BABA Marketing, 571 Green Lanes, Harringey, London, N.8.  
or telephone 01-340 5128



More accessories. Left, the Croydex Rubagrip anti-slip bathmat (£2.55) from Croydex Co Ltd, Central Way, Walworth Industrial Estate, Andover, Hants. Right, a baby bouncer from Cindico Products Ltd, Skerne Road, Driffild, North Humberside





‘Look at him now. Isn’t he beautiful? Yet five minutes ago I could have quite happily throttled him. Why oh why does teething pain always seem to strike at three in the morning? .

Thank goodness the chemist recommended Dentinox. It’s specially formulated for babies apparently. Anyway, it certainly works a treat. All it took was a gentle rub on the trouble spot, a quick cuddle and he was away again as soon as he hit the pillow. Thanks a lot Dentinox. From now on it’ll be a good night for me . . .

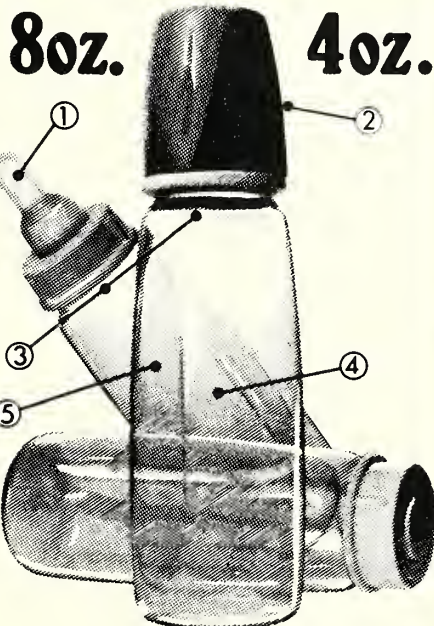
# ...and it's a good night from him'

Dentinox gel or liquid.

Tried and trusted for babies' teething pain. From chemists only.



## Feeding Bottles



Moulded from high quality glass-clear Polycarbonate

1. Available with latex, moulded rubber or the unique Suba-Cone silicone teats.
2. Combined plastic teat cover and measuring cup.
3. Hygienic smooth neck – prevents germs being trapped – easy cleaning.
4. Made from high quality glass-clear polycarbonate – virtually unbreakable.
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'Suba-Seal' produce a full range of baby feeding and nursery requisites. Send today for full details.

## Suba-Cone® Teats

One teat from birth to weaning



- Hardwearing.
- Can be boiled, steamed sterilised or chemically sterilised
- Retains shape throughout life.
- Hole size remains constant.

Made in England by

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Suba-Seal Works, Staincross, Barnsley, England. Tel. 0226 84081. Telex 547186. Cables, Suba-Seal, Barnsley.





# Bottle feeding takes a turn for the better.

At some time or other every mum has wished for a method of controlling the flow of bottle feeding.

Now Griptight have developed a simple and ingenious way of satisfying babies ever changing appetites and feeding requirements.

It's done with a special Variflo teat. This has an oval hole so that when the bottle is rotated through 90° the flow can be regulated.

And Griptight's understanding of babies feeding doesn't stop there.

The range of teats from Newborn through Freflo and Variflo develops through all stages of feeding.

Used with hygienic Freflo polycarbonate bottles, feeding becomes more satisfying and enjoyable.

We're getting the message over to more mums than ever before with full pages in all the mother and baby magazines.

So stock early, your sales are bound to take a turn for the better too.

**NURSERY**

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**Little things mean a lot.**

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